

Job Description

Job Title : Marketing Director (NED)

Key Relationships : Executive Director
Board
Chairman

Job Purpose : The Marketing Director works in a non-executive capacity to provide leadership and strategic direction to BGA & EEA marketing activities.

Key Responsibilities :

- Development and implementation of the Marketing strategy - including campaigns, and digital marketing.
- Guiding the marketing activities of the BGA & EEA team.
- Advise on social media presence and direct programs to improve social media reputation, recognition and impact on converting media traffic/campaigns into member acquisition.
- Forecasting and monitoring of all marketing activities. Production of a quarterly Marketing Board Paper in partnership with the Executive Director.
- Liaising with the Digital Director to translate the social media statistics.
- Liaising with the Executive Director and Communications Director to coordinate all comms and marketing activities.

This job description is not intended to be all-inclusive or exhaustive.

Person Specification

<p>Skills</p>	<ul style="list-style-type: none"> • Upholds the highest standards of integrity and adheres to the Seven Principles of Public Life (selflessness, integrity, objectivity, accountability, openness, honesty and leadership) • Excellent people skills: able to work as part of a successful non - executive team • A highly effective communicator and able to relate to BGA's & EEA's vision and mission and core values • Motivated self starter with a commitment to ensuring the success of BGA and EEA • Awareness and understanding of the market in which we operate • Can afford the time to commit to the role
<p>Knowledge</p>	<ul style="list-style-type: none"> • Marketing • Equestrian sector • Membership organisations • Social Enterprise/charity or not profit back ground