



## **JOB TITLE:** Marketing Manager (Paid Media)

This is an exciting opportunity for a motivated person with an interest in the equestrian sector to work at the heart of a dynamic streaming video company with worldwide reach.

Horse & Country is a multi-platform video channel available on a wide variety of digital and pay-TV platforms, providing live and on-demand content to the passionate audience for equestrian sport and lifestyle.

H&C is looking for a **Marketing Manager (Paid Media)** to liaise with key internal and external partners, in order to promote and merchandise content that will drive engagement and subscribers to the core offering.

### **POSITION IN ORGANISATION:**

**Reports To:** Director of Marketing  
**Team/Department:** Marketing  
**Location:** Remote (with occasional travel to team meetings)

### **JOB PURPOSE:**

The Marketing Manager (Paid Media) is responsible for delivering and reporting on marketing campaigns across paid digital channels (PPC, Paid Social media and Display) and supporting across paid traditional channels (advertising, affiliate marketing & sponsorship). The individual will be responsible for the creative and customer messaging for these channels, in addition to supporting the Director of Marketing with developing the paid media strategy. The role will work closely alongside Marketing, Product and Operations colleagues to ensure a fully integrated approach is delivered.

### **KEY RESPONSIBILITIES (ACCOUNTABLE)**

- Brief and execute paid social, search, and display strategies and campaign plans across key markets, in line with business objectives
- Day-to-day liaison with external paid media and search agency
- Day-to-day liaison for traditional paid advertising opportunities with external parties
- Deliver marketing campaigns on time and within the assigned budgets - in line with the wider company objectives of reducing member churn and new member acquisition
- Work closely with all aspects of the business to gather product, customer and channel insights
- Use agency dashboards & relevant native ad platform dashboards (e.g. Facebook Ad Manager, Google AdWords) to identify key trends and actions
- Ensure creative briefs and landing pages for key campaigns are delivered correctly and on time, by working closely with the Design, Edit and Product teams respectively

### **KEY RESPONSIBILITIES (SUPPORTING)**

- Support the Director of Marketing in developing the paid media strategy
- Internal communication of marketing objectives and key findings to key stakeholders
- Budget maintenance and development
- Support the Director of Consumer Streaming and wider Product team in ensuring that user journeys are working e.g. subscription funnel

### **KEY RELATIONSHIPS**

**Internally:** Director of Marketing (line manager), Marketing Assistant, Content Marketing Manager, CRM & Insights Marketing Manager, Director of Content, Chief Creative Officer, Director of Consumer Streaming, Designer, Editing team

**Externally:** Paid media agency, SEO agency

## **EXPERIENCE/SKILLS**

### **Essential:**

- Domain expertise in the equestrian sector
- Experience writing agency briefs
- Must be proficient in using Google Analytics as a reporting tool
- Critical path management
- Budget management
- Excellent interpersonal, communication and influencing skills – including excellent written skills
- Used to working with multiple marketing channels to influence the delivery of campaigns
- Previous experience with Google AdWords & Facebook Ad Manager

### **Desirable:**

- Experience of working in a small organisation with multiple stakeholders
- Experience of working with a content management system e.g. WordPress or similar
- Experience of working with Adobe Creative Suite e.g. Photoshop, InDesign etc.

### **Personal Qualities:**

- Enthusiastic and energetic, with a positive outlook and drive to succeed
- Confident to put their own view across and influence where necessary
- The ability to work well under pressure and on your own initiative
- A real team player; you will need to build strong working partnerships not only with your peers but also with colleagues who work remotely, including those based in other territories
- Creative and resourceful
- Ability to respond quickly and flexibly to a changing environment both inside and outside the company

### ***How to Apply***

If you are interested in this opportunity, please apply by responding to this post, along with submitting a covering letter and CV to [katiea@horseandcountry.tv](mailto:katiea@horseandcountry.tv) detailing your suitability.

Applications close on 25 October 2024.

*Please note: We will be considering candidates as they apply and we will occasionally close job advertisements early in the event we receive sufficient applicants, so please don't delay in submitting your application.*