

JOB TITLE: US Content & Partnerships Marketing Manager



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 the leading international sports network for the passionate and active equestrian community. Headquartered in London, it is available globally via connected TVs, mobile and web and on leading digital and pay-TV platforms in the US, UK, Ireland, Germany, Austria, the Netherlands, Sweden, and Australia. Horse & Country's programming line-up includes live coverage from leading sporting competitions in all equestrian disciplines, as well as training and learning shows, documentaries and entertainment.

H&C is looking for a **US Content & Partnerships Marketing Manager** to take the lead on promoting our content to the US market through earned and owned channels - to drive engagement and members to our core proposition, H&C+

POSITION IN ORGANISATION:

Reports To: Director of Marketing
Team/Department: Marketing
Location: Remote (US ET preferred, with occasional travel to Lexington, KY office or events)

JOB PURPOSE:

The US Content & Partnerships Marketing Manager (USMM) is responsible for planning, delivering and reporting on marketing campaigns across earned & owned marketing channels (including social media, web, SEO & PR). The individual will be responsible for briefing, coordinating and implementing the creative and copy for these channels, in addition to supporting the Director of Marketing with developing strategies for each. The role will work closely alongside Marketing, Product and Content Presentation colleagues to ensure a fully integrated approach is delivered.

KEY RESPONSIBILITIES (ACCOUNTABLE)

- Develop social media and email marketing strategies with the aim of increasing brand awareness, viewer engagement and conversions in the US market
- Community management of US social media pages - including Facebook & Instagram
- Work with the Director of Marketing to craft multi-platform campaigns, in order to create "stories" and engaging content
- Work with the Director of Marketing, Director of Content & US Production team to identify upcoming programming for promotion or briefing (the Editing team) of video and/or
- Creation of graphical assets for social media and partnership promotions
- Coordinate external stakeholders for additional content promotion, as required (e.g. Instagram LIVE, at event social media coverage, BTS shoots at production days etc.)
- Work with the Director of Marketing, Director of Content & US Production team to identify appropriate and relevant marketing partnerships
- Liaise with partners such as event organizers and membership organizations to activate promotional commitments such as presence on websites, email shots and visibility at events
- Develop regular campaign reports & analysis to show ROI & business learnings
- Assist the US Marketing Coordinator in planning appropriate content for email marketing
- Brief the US Marketing Coordinator to ensure promotional materials are created and supplied to 3rd parties, as required, in line with our agreements
- Execute on sponsorship or advertising deals (including asset creation and curation), as required, through agreed channels

KEY RESPONSIBILITIES (SUPPORTING)

- Support the Director of Marketing with additional event promotion, as required
- Provide audience and market feedback to internal and external stakeholders, as required
- Curate & update landing pages on the H&C website - to respond to inbound user traffic, and invite these users to discover H&C+ service
- Plan & create content for app prompts across the US, as required
- Curate content on the H&C website & apps to ensure the service stays fresh and engages users
- Support the wider SEO strategy in creating and promoting US-specific content & outreach tactics – including promotion of long form articles on the H&C website, external articles etc.
- Work with Content Presentation team to ensure that US content is well represented by quality thumbnail images on web and app channels, and that programme descriptions and tagging are SEO compliant

KEY RELATIONSHIPS

Internally: Director of Marketing (*line manager*), US Marketing Coordinator (direct report), US Content Producer, Social Media Manager, Marketing Manager (Paid Media), Marketing Assistant, CRM & Insights Marketing Manager, Director of Content, US Production team, Director of Customer Experience, Designer, Editing team, Sales team

Externally: Paid Media agency

EXPERIENCE/SKILLS

Essential

- Domain expertise in the equestrian sector
- Ability to identify content that will engage the H&C audience (actual and targeted), and to craft stories around that content
- Excellent verbal and written communication skills
- Current knowledge of social media platforms for business use

Desirable

- Ability to manipulate images and different content types across multiple platforms
- Experience with CMS platforms
- Understanding of SEO, with the ability to craft content that will achieve visibility in the places the equestrian audience is looking for information

Personal Qualities:

- 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 with your resume to katiea@horseandcountry.tv detailing your suitability.

Applications close on February 14, 2025

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.