



JOB TITLE: Digital Media Executive (Paid Social)

This is an exciting opportunity for a creative and motivated individual with an interest in sport, storytelling and social media to support the growth of Horse & Country's global digital audience.

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.

POSITION IN ORGANISATION:

Reports To: Performance Marketing Manager
Team/Department: Marketing
Location: Remote
Contract: Freelance (approx. 16 hours/week)

JOB PURPOSE:

The Freelance Digital Media Executive supports the Performance Marketing Manager in the execution, optimisation and day-to-day management of Horse & Country's paid digital campaigns, primarily across Meta platforms.

Working closely with the marketing team, the role focuses on the creation, preparation and activation of campaign assets, ensuring advertising campaigns are implemented accurately, creatively and on time.

This role brings key elements of paid media execution and creative production in-house, supporting the Performance Marketing Manager to focus on strategic planning, performance analysis and budget optimisation while maintaining a high standard of campaign delivery and creative output.

KEY RESPONSIBILITIES (ACCOUNTABLE)

- Create digital advertising creatives aligned with Horse & Country brand guidelines and platform best practice.
- Adapt and resize marketing assets for multiple placements, including paid social, website banners, email marketing and occasional promotional materials.
- Upload, configure and schedule campaigns within Meta Ads Manager, ensuring correct use of placements, formats, links, CTAs and tracking.
- Support the preparation of campaign assets for key events, programmes and subscription marketing initiatives.
- Write concise promotional copy aligned with the Horse & Country tone of voice and paid social best practice.
- Maintain an organised workflow for creative assets and campaign materials to ensure timely delivery.
- Monitor live campaigns and implement agreed optimisation actions including creative rotation, copy updates and audience adjustments under the guidance of the Performance Marketing Manager.
- Prepare multiple creative and copy variations for campaign testing to support ongoing campaign optimisation.
- Work collaboratively with marketing, content and social media colleagues to ensure campaign assets align with editorial and promotional priorities.
- Maintain an organised library of advertising creatives and campaign assets for ongoing campaign use.

KEY RESPONSIBILITIES (SUPPORTING)

- Assist the Performance Marketing Manager with the preparation of campaign assets and creative variations for testing.
- Support the ongoing optimisation of campaigns by preparing new creative formats and messaging variations as required.

- Maintain an overview of upcoming event and programme schedules to ensure promotional materials are prepared in advance.
- Ensure brand consistency across all campaign creatives and marketing materials.

KEY RELATIONSHIPS

Internally: Director of Marketing, Performance Marketing Manager (line manager), Marketing Executive, Social Media Manager, Content and Editorial teams

Externally: Freelance creative or production partners where relevant

EXPERIENCE/SKILLS

Essential:

- Experience creating digital marketing creatives using Canva or similar design tools.
- Understanding of paid social media platforms, particularly Meta Ads Manager.
- Ability to write clear, engaging promotional copy.
- Strong organisational and time-management skills with the ability to prioritise tasks.
- Comfortable working independently in a remote environment.
- Knowledge of the equestrian sector.

Desirable:

- Basic understanding of paid media metrics (CTR, CPC, CPA).
- Experience uploading and managing campaigns in Meta Ads Manager.
- Experience uploading and managing campaigns in Google Ads Manager
- Experience preparing marketing assets across multiple digital formats.
- Understanding of paid media campaign structures and creative testing.

Personal Qualities:

- Creative and detail-oriented.
- Proactive and reliable when working independently.
- Highly organised with the ability to manage multiple small tasks effectively.
- Collaborative and communicative within a remote team environment.
- Interest in equestrian sport and media.

How to Apply

If you are interested in this opportunity, please email jemmal@horseandcountry.tv detailing your suitability.