

HPower Group: Marketing & Communications Director

Marketing & Communications Director for international event company specialising in equestrian, military and ceremonial events. Role has particular focus on the London International Horse Show, Royal Windsor Horse Show and the Talk Horse Podcast.

Reporting To: Chief of Staff and Event Directors

Location: Windsor, Berkshire

Hours: Monday to Friday 9:00 – 17:30 (one WFH day per week)

Role:

The Marketing & Communications Director is responsible for leading the strategic development and delivery of marketing, communications, brand, content, digital, PR, customer acquisition and audience engagement activities across the business, and managing the delivery of the media and press requirements on-site at events.

As a member of the Senior Leadership Team, the Marketing Director will drive ticket sales, audience engagement, brand growth, commercial revenues, audience development and stakeholder engagement, ensuring all marketing activity supports the organisation's overall business objectives.

Key Responsibilities

- Develop and implement comprehensive marketing and communications strategies aligned with company objectives.
- Lead annual marketing planning, budgeting and forecasting processes.
- Identify new opportunities to grow audiences, increase revenue and strengthen brand positioning.
- Lead the planning and execution of integrated marketing campaigns across digital, print, PR, partnerships and experiential channels.
- Lead content strategy across owned, earned and paid platforms
- Ensure effective coordination between marketing, operations, commercial and production teams
- Manage multiple agencies – PR, Design, Box Office, Digital

Skills & Experience

- Proven success in developing and delivering strategic marketing plans.
- Successful team leadership and development.
- Strong commercial awareness and revenue-focused mindset.
- Experience managing multi-channel campaigns and large-scale budgets.
- Excellent communication, presentation and stakeholder management skills.

Desirable

- Experience of seated events, exhibitions, sport, entertainment or hospitality sectors.
- Sponsorship and partnership marketing experience.
- Knowledge of equestrian sport and live event operations.
- Knowledge of building and monetising podcasts.

Salary on application