**Marketing Manager (Maternity Cover)**

H Power International is currently seeking maternity leave cover for a period of 9 months starting late spring, early summer. The contract will be a fixed term contract. This full time position is based in central Windsor and will report to the Communications Director.

Monday – Friday 9:00 – 17:30 with occasional weekend work required. (Scope for 1 day pw WFH if required.)

Events you will be working on include London International Horse Show and Royal Windsor Horse Show

**Job description:**

* Managing PR campaigns, working closely with an external PR team to run media days and deliver press coverage
* Event management, including running the Live Zone at the London International Horse Show
* Event ticketing, as POC for Box Offices. To include setup and briefing teams
* Assisting the Communications Director in running the Media Centres at Shows
* Managing day-to-day Marketing campaigns including:
  + Creation and distribution of email campaigns
  + Overseeing creation and distribution of print material
  + Creation and execution of digital advertising campaigns, both in-house and with outside agencies (Google Ads, Meta Ads)
  + Website management and updates
  + Reporting on advertising trends
* Managing marketing budgets
* Working with clients, sponsors and key shareholders on various Marketing & Communications projects (to include Merchandise team and paid Social Media Influencers) to deliver best outcomes for all stakeholders

**Key Attributes:**

* Previous experience in a relevant field necessary (live events, sports, PR & Communications)
* Excellent communication, time management and interpersonal skills. Ability to prioritise a must!
* A high standard of copywriting, proof-reading and attention to detail
* Candidate will be expected to be comfortable using Pardot, Wordpress, Google Ads, Google Analytics, Meta Advertising platforms and Adobe suite (Photoshop, InDesign, Premier Pro/Rush).