



APPENDIX A - JOB DESCRIPTION

IDENTIFYING INFORMATION

Job Title: Marketing and Events Executive
Department: Ecommerce
Reports to: Marketing Communications Manager – One Club
Approved by:

JOB SUMMARY

The Role

Reporting to the Marketing Communications Manager and working closely with the wider team, you'll be a key member of the Harry Hall ecommerce team. A big focus of the role will be community engagement with event organising and attending, content management and helping the One Club be the biggest membership group in the equestrian world!

Highly organised, self-motivated and a great communicator, you'll be involved in the full marketing mix helping ensure the smooth operation of the department, campaigns and events.

This is an amazing role for any outdoors enthusiasts and horse lovers to do amazing marketing work for a company rated "Excellent" by thousands of happy customers.

A bit about Harry Hall

A highly regarded outdoors and equestrian brand established in the 1870s! Harry Hall is a one-stop-shop for horse owners. Not just an equestrian retailer, we are home to the fast-growing One Club which gives members access to affordable insurance and amazing rewards.

Our spacious and well-equipped office has on-site parking, is just a few minutes off the M62 and is a stone's throw from local amenities. Plus, you'll get a discount to shop on HarryHall.com!

KEY RESPONSIBILITIES

- Assist in the development and execution of marketing campaigns both online and offline - managing the critical date path and working to strict deadlines.
- Plan, jointly manage and attend key events throughout the year – you'll be the eyes and ears of our brand across the country. Capture content to the document the days. Please note this will involve weekend work with time in lieu (driving license required).
- Assist in managing our offline sponsorship and partner program.
- Keep our app up-to-date with goodies for our members.
- Act as the first point of contact for inbound marketing enquiries.
- Coordinate day-to-day tasks within the marketing department and support the team with administrative tasks.
- Assist in creation of marketing materials.
- Work with the SEO agency to build out our blog and web content.
- Assist social media team with admin including organising, sending and tracking budget of samples sent to ambassadors, collabs and competition winners.
- Helping with the social inbox administration.



- Report on the performance of your campaigns and events.
- Work with third party brands and partner charities on promoting campaigns and competitions. Our members love their app giveaways!
- Assist in managing and updating content within the One Club app to ensure consistent brand messaging and engagement.
- Keep the team updated with market research including equestrian calendar, seasonal topics and trends.
- Keep network and compliance informed of upcoming marketing campaigns.

KEY SKILLS AND EXPERIENCE

- Experience or education in marketing, web content or events welcome.
- Outgoing and friendly with an energetic attitude.
- A love of horses would be a big plus.
- Excellent written and verbal communication skills. Copywriting skills will be a benefit to applicants.
- Highly organised with strong attention to detail.
- The ability to adapt to changing priorities and juggle multiple projects.
- Must hold a UK driving license and have own transport.
- Flexibility to work occasional weekends, prepared to travel nationwide attending equestrian events.
- Highly competent in using all MS office applications.
- Familiarity with graphic design software or Canva a bonus.