



## Job Description

<b>Job Title:</b>	Marketing Executive
<b>Reporting to:</b>	Marketing Manager
<b>Duration:</b>	6 months to 1 year (maternity cover)
<b>Job Purpose:</b>	To provide a support role to the Marketing & Sales Function within the RDS

### Key Responsibilities

1. Support Execution of the RDS Marketing Plan - provide a support role to the Marketing Manager with execution of the multi media Marketing Plan for the Dublin Horse Show (DHS) and RDS Venue.
2. Manage social media platforms. Monitor, analyse and report on social media activity on an ongoing basis
3. RDS Website – assist with Venue and Dublin Horse Show website maintenance and development or other web projects that may arise.
4. Liaise with external agencies.
5. Ensure projects are delivered on time and within budget.
6. Data research.
7. Support the Commercial Sales Team as required.
8. Participate in other RDS projects, events, activities as directed by the Marketing Manager, CEO/ Commercial Director.

## Person Specification

### Personal Attributes:

- The candidate should be a people orientated, highly conscientious, willing, flexible and detail conscious;
- Must be able to demonstrate the ability to work accurately under pressure to tight deadlines;
- Confident and driven individual with good initiative and common sense;
- Proven ability to organise and complete tasks in an efficient, methodical and organised manner;
- A strong problem solver and team player who can also work well independently;
- Creative individual with a good eye for detail.

### Experience

- At least 2-3 years previous experience in marketing and/or sales preferably B2B;
- Proven experience in managing and dealing with external agencies;
- Proven experience in social media and online platforms.

### Qualifications

- Degree level, or equivalent, with a focus on Marketing, Business or Sales.

### Skills

- Excellent communication and interpersonal skills with the ability to interact at all levels;
- Strong proof reading skills (this may be tested at interview stage);
- Good negotiating skills;

- Excellent IT skills – SEO, Google Analytics plus advanced MS Office and Photoshop;
- Strong presentation skills (presenting regularly to very senior stakeholders both internally and externally).

Note: If possible candidates should bring along a portfolio of work giving examples of experience and/or projects they have worked on in the past.