



Job Description

Job Title:	Senior Marketing Executive
Reporting to:	Marketing Manager
Duration:	6 months to 1 year (maternity cover)- immediate start Jan 2020
Job Purpose:	To support the marketing manager in implementing the RDS marketing plan for the Dublin Horse Show and the RDS Venue & Society.

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 plans for the Dublin Horse Show (DHS) and RDS Venue & Society
2. Project manage campaigns to ensure that they are delivered on time and within budget.
3. Liaise with and manage external agencies and service providers (such as designers, printers, photographers/videographers, market research and entertainment agencies etc)
4. Manage social media platforms. Monitor, analyse and report on social media activity on an ongoing basis
5. Websites – assist with RDS and Dublin Horse Show website maintenance and development or other web projects that may arise.
6. Metric Focused – develop key metrics to analyse, modify, report on and benchmark on key projects.
7. Support the Commercial Sales Team as required.
8. Participate in other RDS projects, events, activities as directed by the Marketing Manager, CEO/ Deputy Chief Executive -Commercial (DCEC).

Person Specification

Personal Attributes:

- This position requires an enthusiastic, individual with imagination, creativity and an ability to work both as part of a team and independently in a commercial environment
- The candidate should 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;

Experience

- At least 2-3 years previous experience in marketing. B2B marketing experience desirable
- Project management experience essential
- Proven experience in managing and dealing with external agencies;
- Proven experience in social media and website management
- Experience in branding strategy desirable

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.