



Job Description

- Job Title:** Marketing Executive
- Reports to:** Fundraising Team Manager & Senior Marketing Executive
- Location:** Speen, Buckinghamshire, Office based (potential for some remote working)
- Salary:** 22-25K per year
- Hours:** Full-time, permanent (37.5 hours)
- Background:** The Horse Trust, the oldest horse charity in the world, was established in 1886 to help the plight of the working horses of London. Set amongst the rolling Chiltern Hills, The Horse Trust provides a sanctuary for the retirement and respite of modern-day working horses from the Police, Military, Royal Mews and other charities such as Riding for the Disabled and Horse Rangers as well as caring for equines rescued locally from abuse or neglect and in need of urgent care. In addition to providing a retirement sanctuary for 140 animals, The Horse Trust Charity is committed to promoting equine health and welfare through training professionals and funding ethical scientific research to reduce disease and suffering for the UK equine population.
- Overview:** You will be responsible for leading, shaping and delivering The Horse Trust's external marketing activities. In this varied role, you will work across the different functions of the organisation including with the Knowledge and Skills Team and the Director of Research and Policy. Your main responsibilities will focus on providing marketing materials and brand support to promote the charity's work and to support interactions with supporters.

Key Responsibilities

- Working with the full Adobe Creative Suite (e.g. Photoshop, PremierPro, After Effects and Indesign) to produce high quality video pieces.
- Producing in-house video assets that respond to digital trends, including shooting, lighting and audio
- Promotional collateral and materials (e.g. leaflets, booklets, brochures, visitor experience materials, HT museum marketing materials)
- Monitor strategic brand guidelines and branding for The Horse Trust, ensuring we always align with The Horse Trust's core values in our marketing materials
- Deliver marketing and branding support across all organisational functions.
- Create and design marketing materials for fundraising appeals, events, brochures
- Responsible for asset library including photos, videos, etc whilst introducing new assets where appropriate and required
- Assist with merchandise stock, research trends in market to increase shop revenue

- Support The Horse Trust social media channels when required
- Manage delivery of sponsorship and content, updates, materials, for bronze, silver and gold sponsorships
- Help increase supporter engagement by leading activities for educational groups
- Any other duties or activities which may arise

Essential Skills:

- Must have excellent knowledge of Adobe Creative Suite. In particular, Adobe light room, premiere pro/premiere rush, InDesign, video editing.
- A high attention to detail
- Organised and a team player, willing to support the wider team with projects
- Effective yearly planning
- Strong understanding of persuasive marketing
- Excellent time management and ability to meet deadlines
- Skill in videography

Desirable

- Passion for animal welfare
- Comfortable occasionally working with horses for photo and video content (no horse experience is required as horse handling training will be provided)
- Interest photography
- Able to be able to communicate with our supporters and engage with the public

Please send your CV, a covering letter demonstrating why you are a suitable candidate and an example of some design artwork you have produced to: jessica@horsetrust.org.uk