



Marketing Executive

Reporting to: Events & Sponsorship Manager
Contract: Full Time
Location: Horseware Head Office, Dundalk, Co. Louth

Horseware Ireland, the leading global manufacturer of horse and rider clothing, is seeking to recruit a suitably enthusiastic and motivated individual for the position of Marketing Executive, based in our HQ in Dundalk. This is a fantastic opportunity to gain extensive experience in a wide array of marketing activities.

The Role

- Co-ordinate promotional activities including participation in trade fairs, exhibitions, photoshoots etc.
- Administrative duties in developing and implementing marketing strategies.
- Undertake a range of marketing and promotional activities for the company including mailshots, press releases, exhibitions, promotional literature and social media.
- Maintain and build relationships through sponsorship with existing and potential brand ambassadors including riders and influencers.
- Manage and track the distribution of stock to sponsored riders, events, media and ambassadors.
- Help identify and evaluate riders and influencers who match our target audience and brand strategy.
- Provide regular reports, including competitors' profiles and market analysis to assist the team with decision making.
- Undertake research and analysis of the market opportunities available.
- Manage the range sheets and accompanying descriptors, liaising with the R&D team to ensure accurate information is relayed to the marketing team and web developers.
- Responsible for the social media (Instagram, Twitter, Facebook) presence onsite at events.

Knowledge & Skills

- Degree in Marketing or equivalent
- Knowledge and experience of the equestrian industry is essential
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office and the various social media channels
- Passion for the marketing industry and its best practices
- Positive, open, can do attitude and demeanor
- Excellent attention to detail required
- A full clean driver's license is required for this role

If you would like to apply, please forward your CV & cover letter to the following email address:
recruitment@horseware.com

Closing date for applications is Friday 31st May 2019