



Job Description – Marketing Officer

Job Title: Marketing Officer

Responsible to: Head of Marketing and Communications

Location of work: Shrewley, Warwickshire (Office based, combined with home working)

Job Type: Full Time 9.00am-5.00pm, Permanent

Job Purpose:

This is an opportunity for an ambitious individual wanting to join a small marketing team and make an impact. The role of Marketing Officer is varied and offers the opportunity to be involved in several projects across The Pony Club. A key element of the role is to support and grow external partnerships, to help achieve our vision.

As a charity it is key that we focus on our charitable purpose and that the marketing team delivers results to drive the growth of the organisation and support for volunteers. Having the ability to work with all key stakeholders across the UK will be vital in this role.

About The Pony Club:

The Pony Club is an international voluntary youth organisation for young people interested in ponies and riding. Founded in England in 1929, and granted independent charitable status on 1st January 1997, there are around 330 Branches and 326 Centres in the UK alone. The Pony Club has been the starting point for a large majority of equestrian team members and medal winners.

The Pony Club is represented in no less than 27 countries with a worldwide membership exceeding 110,000 making it the largest association of young riders in the world. Membership is available to children until the end of The Pony Club Year or the Centre Membership Subscription Year, whichever is relevant, in which they become 25 years old.

Core responsibilities:

- Managing The Pony Club Social Media accounts with the support of the Marketing Intern.
- Managing the monthly Membership Newsletter and utilising the email marketing tool effectively
- Recruiting Trade Stands and Fence Sponsors for National Pony Club events
- Delivering on activation schedules for all sponsors and partnerships and recruiting new partners where appropriate
- Supporting the wider organisation with promotion of events and specific projects
- Working with external agencies to manage design and print projects

Skills and Experience desired:

- Marketing experience working in a charity would be desirable but not essential.
- Understand the importance of ROI in Marketing and a track record of achieving results.
- Experience of working with volunteers
- Attention to detail and ability to challenge.
- Excellent verbal, written and inter-personal skills.
- Ability to work on own initiative.
- Positive attitude and willingness to learn.
- Willing and able to embrace wider organisational priorities across the organisation and be a strong team player.

Benefits: In return for working at The Pony Club you will receive 25 days off a year holiday plus bank holidays, office closure over Christmas, a company pension plan and optional healthcare insurance.

Salary Band: £22,000 - £28,000 Dependant on experience

Closing Date: November 3rd 2023

Please send your CV and covering letter by email to HR@pcuk.org

Applications may close before the deadline, so please apply early to avoid disappointment.

At The Pony Club we are passionate about our commitment to diversity, inclusion and removing barriers. Should you like to discuss any reasonable adjustments or changes to our recruitment process to support you to be your best then please get in touch. You can get in touch with us either via email at HR@pcuk.org, or if you would prefer a video call then we can arrange this using Microsoft Teams.

The Pony Club holds Togetherness, Empathy, Respect and Learning as our core values. We positively encourage applications from suitably qualified, experienced, and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity. We actively embrace our differences and know that it is our differences that make us unique. You are very welcome at The Pony Club, without the need to hide any part of who you are.

**Person Specification
Marketing Officer**

	Attribute	Essential or Desirable	How Identified
Knowledge & Understanding	<ul style="list-style-type: none"> Experienced working in a Marketing Team, with a good general knowledge of marketing activities. 	Essential	Application/Interview
	<ul style="list-style-type: none"> Knowledge and understanding of working in the Charity sector and/or a Membership organisation 	Desirable	Application
	<ul style="list-style-type: none"> Understanding of the Pony Club and its organisation, in particular its branch and centre structure 	Desirable	Application
Experience and Education	<ul style="list-style-type: none"> Evidence of developing positive relationships with people 	Essential	Application
	<ul style="list-style-type: none"> Experience working independently and as part of a team 		Interview
	<ul style="list-style-type: none"> Educated to degree level 	Desirable	Application
	<ul style="list-style-type: none"> Marketing / other relevant qualification 		Application
Skills & Abilities	<ul style="list-style-type: none"> Ability to set and achieve targets to agreed deadlines 	Essential	Interview
	<ul style="list-style-type: none"> Strong planning, organisational and time-management skills 		Interview
	<ul style="list-style-type: none"> Ability to cope with conflicting demands 		Interview
	<ul style="list-style-type: none"> Excellent Administrative and IT skills 		Application
	<ul style="list-style-type: none"> Excellent communication skills using traditional, modern and emerging media 		Interview
	<ul style="list-style-type: none"> Commitment and passion for Equestrian Sport 		Interview

<p>Behaviours & Characteristics</p>	<p>Progressive: Embracing and promoting new thinking, Innovation, Creativity and Problem Solving</p> <p>Respectful: Setting the highest standards for Respectful Behaviour, Role modelling, and Respecting others' Opinions and Values.</p> <p>Inclusive: Championing Inclusivity and leading the way to ensuring that Equestrianism is and remains an opportunity for all.</p> <p>Excellent: Striving for excellence in performance, stretching targets and exceeding expectations.</p> <p>Accountable: Honest, open and accountable.</p>	<p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
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