

## **Job Title: Marketing Executive**

<b>Company:</b>	Three Counties
<b>Contract Type:</b>	Maternity Cover (6-12-month contract)
<b>Reports to:</b>	Marketing Manager (Line Manager) and Head of Shows and Marketing (Head of Department)
<b>Salary:</b>	£24,000 - £27,000 PA depending on experience
<b>Start date:</b>	April 2025

### **Job Description**

Working within a marketing team of three people within the busy charity and events sectors, the Marketing Executive will support the Marketing Manager in meeting ticket sales targets for its four key fundraising events (CountryTastic, RHS Malvern Spring Festival, Royal Three Counties Show and Malvern Autumn Show). With a focus on social media and digital marketing campaigns, this role includes managing key marketing relationships and raising awareness of Three Counties' charitable objectives.

### **Key Responsibilities**

- Manage the social media schedule for Three Counties and Malvern Shows social media accounts, liaising with Show Leads and the Marketing Manager.
- Create content for social media and post across Meta, X, LinkedIn, YouTube and TikTok including image and video assets using design software in alignment with the brand.
- Create and manage paid advertising campaigns (predominantly Meta and YouTube) that reach new target audiences and drive ticket sales, create social media reports
- Manage social media budgets for each of the four main Three Counties shows.
- Own influencer marketing, including identifying and inviting influencers to Three Counties events, managing influencer communications
- Account manage the relationship between Three Counties and its PR agency, including gathering information on show content from the Show Leads, answering questions from the PR agency, sharing imagery, proofreading press releases
- Adding or editing content on Three Counties' various websites (Word Press CMS)
- Producing Three Counties annual review

## Required Skills and Experience

- Proven experience in marketing, particularly in a B2C environment
- Strong understanding of Google Ads and other digital advertising platforms such as Meta.
- Strong understanding of Google Analytics
- Proficiency in WordPress for content management
- Excellent communication skills in English, both written and verbal
- Strong organisational skills with the ability to manage multiple projects simultaneously
- IT literate, with a good grasp of various digital marketing tools and analytics software
- A proactive approach to problem-solving and the ability to work independently as well as part of a team

## Workplace Advantages

- Free parking
- 21 days holiday excluding bank holidays
- Cycle to work scheme
- TOIL (Time Off in Lieu) scheme for any weekend work during shows or evening meetings
- Monthly employee benefit scheme (Perk Box)
- Complimentary tickets to Three Counties Events

## How to Apply

For further information or to apply for this role, please send your CV and a brief covering letter to Lindsay Kennedy, Marketing Manager: [Lindsay.kennedy@threecounties.co.uk](mailto:Lindsay.kennedy@threecounties.co.uk)