

Communications & Marketing Officer Role Description

Role Summary

This role is vital to making sure the hard work our committees do is supported and recognised both within the BHS and throughout the larger equestrian community.

Our Communications and Marketing Officers are essential to raising the profile of the Society. They showcase local initiatives and national campaigns, inspiring people to support us and get involved with our activities, helping to recruit new volunteers and members.

What's in it for you

You will be part of a vibrant and expanding volunteer team, helping us to bring our charitable work to life.

You'll be meeting and talking to lots of people developing relationships with local contacts and those who deliver our charitable and educational work locally.

Through the publicity of local activities and supporting us to localise National Campaigns and issues, you will build your marketing and communications skills and experience.

Main duties and responsibilities

- Use social media to promote and publicise local events and build the local online BHS community
- Create posters about events and help get these out to the local yards and centres or other appropriate places
- Support the National/Regional Manager to deliver local newsletters and the Annual Report so our members know how the committee is making a difference locally
- Attend shows, pleasure rides and events to take pictures, talk to attendees and support the committee
- Create engaging, inspiring content that drives interest in the BHS and your committee's local activities and shares our successes

Skills and Knowledge

Essential

- A passion and interest for the BHS and its work
- An interest in communications and marketing
- Excellent spoken and written language skills with the ability to put things clearly and simply so that others can understand them
- Sociable and interested in talking to members and local equestrians about the BHS and the work of your committee.

Desirable

- Experience of using social media from a charity or business perspective
- Access to a camera and experience of photography
- An interest in finding ways to support your committee, helping them to build awareness of their activities in the local community.

Training and Support

The Marketing and Communications team will support you throughout your role.

Your local Development Team member and Committee Chairman will provide you with local guidance and support.

Resources

You will need a computer with internet and email access and must be willing to receive email, telephone and written correspondence from the BHS, committee volunteers and organisations or individuals involved in your communications activities.

It would be beneficial if you have the ability to travel and have access to a vehicle that you can use in your role.

Your Commitment

We ask all our Communications and Marketing Officers to commit to a minimum of one year term. On average our Officers contribute the equivalent of 1 day a month to the role. Due to the nature of the role it will require some evening and weekend meetings and events. You will need to attend your committee meetings and it is beneficial if you can play an active role in their events and activities to collate and share news stories.

How do I get involved?

Complete an enquiry form and the Marketing and Communications team will contact you to discuss the role.