



## UK Marketing Assistant

Industry leading brand in equestrian safety, Charles Owen is offering an exciting new role based in their Wrexham Headquarters. This riding helmet manufacturer with over 111 years of history has seen transformational changes in recent years with new advancements in technology, manufacturing and company culture. Recently ranked as one of the UK Top 100 Most Loved Workplaces, the brand has worked hard to create an exciting and supportive work environment where creativity flourishes. Staff enjoy extra time off for birthdays, two parties per year, team building sessions in our in-house bar, regular training to enhance their skills base and fantastic opportunities for development and growth.

### **The Role:**

An exciting role for an enthusiastic marketing professional, with at least 1 year marketing experience. Reporting into the Marketing Manager, you will assist to create industry leading brand campaigns and raise awareness of the brand through all marketing channels, B2B and B2C.

### **Job description:**

- Supporting the marketing strategy, product display and POS design in our retailers' stores, supporting the Visual Merchandiser.
- Briefing marketing material design with the creative designer.
- Representing the brand at key industry events within the UK
- Assisting on brand videoshoots/ photoshoots for new season products
- Assisting in the management of social media channels, writing copy for posts.
- Organising UK product shows for trade and consumers
- Managing UK sponsored riders and leveraging their partnerships to raise brand awareness
- Maintaining internal marketing comms of the marketing activity
- Managing the website product listings and image updates with the marketing Director
- Coordinating retailer, sponsored rider and influencer visits to our HQ and Factory.

**Salary:** Competitive

**Benefits:** Work place pension, Employee Discount Scheme, Cycle Scheme, working from home options, opportunities for progression in a fast growing business

### **Required experience**

- Role is full time, based in our Wrexham HQ.
- An strong interest in equestrian industry or horses generally is essential.
- You will be a friendly, confident and fast-learning marketing professional.
- You will hold a marketing/advertising/branding degree or similar and have least 1 years' experience in marketing.



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- You will be very confident using the full office suite, skills in the adobe design suite is a plus
- You will be required to hold a full UK driver's license and the role may require you to travel within the UK to attend shoots, shows and retailers.
- Due to the nature of this role, some weekend work is required however, any weekend work will be given back to the employee as holiday days in lieu.