



Marketing Manager

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:

A newly created role for an enthusiastic Marketing professional, with at least 5 years marketing experience and 1 year in a similar role. Reporting into the Marketing Director with one direct report to assist you on your mission, you will have creative freedom to create industry leading brand campaigns and raise awareness of the brand through all marketing channels, B2B and B2C.

Job description:

- Overseeing marketing strategy, product display and POS design in our retailers' stores, supporting the Visual Merchandiser.
- Coordinating print material design of catalogues and packaging with the support of the Marketing Director
- Creating campaigns for brand awareness through professionally shot video and photo content
- Representing the brand at key industry events including some international travel where required
- Coordinating quarterly brand videoshoots/ photoshoots for new season products
- Directing social media strategy, hunting out new trends across social media platforms
- Liaise and manage UK partnerships, magazines and digital advertisers to book space for upcoming campaigns
- Directing the organisation of UK shows for trade and consumers
- Directing management of UK sponsored riders and leveraging their partnerships to raise brand awareness
- Maintaining internal marketing comms of the marketing activity
- Hold weekly 1-2-1s and set tasks, for the marketing assistant

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.
- You will be a friendly, confident and fast-learning marketing professional with experience in managing campaigns, booking ad space and growing a brand's presence on social media (including Instagram and Facebook, Tiktok and Youtube is a plus)
- You will be educated to degree level and have at least 5 years' experience in marketing with at least 1 years' experience in a similar role.
- An interest in equestrian industry or horses generally is a plus.
- You will be very confident using the full office suite, skills in the adobe design suite is a plus
- You will have experience coordinating the design of marketing material (through your own skills or with the use of a designer or agency).
- You will be required to hold a full UK driver's license and 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.
- Role may involve business trips abroad 2-3 times per year, which may include USA and EU. Please do not apply to this role unless you are able to travel frequently.