

COATE

EQUINE & COUNTRY LIFESTYLE PR

SOCIAL AND DIGITAL ACCOUNT EXECUTIVE

Exciting opportunity to join award winning equine and country PR agency, Coate PR

We are looking for a social and digital media expert with a passion for **equestrian sport and the countryside** to join our ambitious, award-winning PR agency as the company continues to grow.

If you would like a role managing social media and digital campaigns, creating engaging content and collaborating with influencers, apply now!

It is the perfect opportunity to join a unique agency working with a number of high-profile brands and events. Find out more about Coate PR on our website [Coate PR - Equine & Country Lifestyle PR](#)

We are looking for someone who has:

- Minimum of 12 months of proven digital marketing and social media experience
- An understanding and passion for equine and country pursuits
- A positive and proactive team player, eager to work within a team yet be able to work independently and use your initiative
- Excellent grammar, spelling and fact checking skills
- Able to work under pressure and have the ability to forward plan to meet deadlines and work with multiple clients
- Confident and accurate with emails and verbal communication with media colleagues and clients
- Great relationship building skills and enjoys meeting new people, collaborating with team members, clients and contacts
- Desirable experience in planning paid media social media campaigns, Word Press website management, influencer management, SEO
- Strong organisation and look to lead on client activity
- An analytical mindset to identify areas of success and improvement and an understanding of analytical tools (Google Analytics, Facebook Analytics, Instagram Insights) and how these should inform content strategy
- Ability to build or further establish a professional profile within relevant industry sectors via networking, social media presence and event attendance.
- Skilled in identifying opportunities for clients to meet their communications objectives.
- Experience in using the following programmes would be advantageous: Canva, Photoshop, Mailchimp

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Role and responsibilities

- Create and coordinate digital and social content strategies to support the client's marketing objectives using a range of social media platforms to include Facebook, Instagram, TikTok and LinkedIn
- Managing social media activity – including posting, scheduling and community management, reporting customer responses to the relevant contact
- Keeping informed of the latest news and practices in social media and digital marketing, as well as trends in the equine and country sphere
- Reviewing and analysing the performance of campaigns on both social and digital media and recommending a strategy from the results
- Website updates and blog writing
- General marketing and PR administration
- Collaborating, briefing and liaising with photographers, videographers, designers and copywriters for projects
- Attend events and work with the team to create event content, photographer, videographer and influencer management

Hours: 9.30am – 5.00pm (Mon-Fri)

Salary: Dependant on experience. Please specify salary expectations in your covering letter. We also offer a new business incentive scheme

Place of work: Cirencester office for three days per week (Tuesday – Thursday) and from home two days per week

Contract: 10 month fixed term contract with longer term career progression for the right candidate.

Deadline for applications: 31 December 2024

Applications are now open and we are looking to recruit ASAP. Please note that applications may close early if a suitable candidate is found. To ensure your application is considered, please submit it as soon as possible.

Please apply in confidence, enclosing your covering letter highlighting your skills that make you the ideal candidate, full curriculum vitae and salary expectations to Managing Director, April Coate april@coatepr.com.

If you would like to discuss the role or have any questions, please do not hesitate to contact April directly on 07469 237495.