

# JUDDMONTE

---

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing Manager (Europe)
<b>Reporting to:</b>	Stallion Nominations Manager
<b>Line Management:</b>	Advertising & Marketing Executive
<b>Hours of Work:</b>	9am to 5.30pm, Monday to Friday Additional hours, bank holiday and weekend working are required
<b>Location:</b>	Office based Banstead Manor Stud, Cheveley

### Job Purpose

Develop and drive a marketing strategy to sell stallion nominations and to enhance and protect the Juddmonte brand.

### Key Responsibilities

#### Marketing Specific

- Develop the European marketing strategy in line with the Stallion Nominations Manager's requirements.
- Implement and optimise the Company's European marketing activity to increase traffic, loyalty and overall, sales.
- Monitor industry trends and competitor activity, providing the Nominations team with customer insights and marketing analysis to support the sales process.
- Create and publish both online and print marketing materials in line with marketing plans and sales activities and using external agencies when required.
- Create bespoke marketing campaigns to target specific areas of growth.
- Analyse the results of marketing campaigns based on sales to determine success/failure and to inform future plans. Analyse Juddmonte's social media content, reporting quarterly.
- Make recommendations for brand management, brand guidelines and corporate identity. Ensure all media collateral (e.g. website, brochure, social media, e-shots, adverts) is of a high standard and suitably reflects the brand. Social media is an area of significant importance to the family and within our industry. The Marketing Manager must be engaged and hands-on with all Social Media platforms; Facebook, Instagram and Threads is the sole responsibility of the Marketing Manager.
- Be responsible for the integrity of the contact management part of the inhouse CRM system ensuring the data is accurate, current and consistent. Training will be provided here.
- Manage external agencies.
- Manage the Company's European marketing budget.

# JUDDMONTE

---

## **Events/Sponsorship**

- Plan and run all events and sponsorships in line with the European General Manager's requirements.
- Develop client event strategies, in line with the sales and marketing goals.
- Manage the events budget, identifying cost savings and efficiencies.
- With the European Finance Director and COO, demonstrate measurable return on investment on event and sponsorship investments through tools and audits.
- Coordinate post event surveys and feedback sessions.

## **PR**

- Monitor all PR online and share on the Juddmonte website and social media where accurate
- Develop a media relations strategy, seeking high level placements in print, broadcast and online media when required.
- Co-ordinate all PR activities including visits, photography and videography
- Manage media enquiries and interview requests reporting them to the CEO and Stud Director UK through the Stallions Nominations Manager.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Create content for press releases, clearing all with the CEO first.
- Maintain a keen interest of industry trends affecting clients and make appropriate recommendations regarding communications strategy surrounding them.
- Participation in the charities committee

## **Hospitality**

All entertainment of clients in our private racecourse boxes will be overseen by the marketing team. This will also include the Juddmonte marquee at the annual Tattersalls December Sales. An outside (contracted) events coordinator will be available for support for each event.

This is an outline only and is not exhaustive for this new role and department and will be subject to change and expansion as agreed with management.

# JUDDMONTE

---

## Person Specification

### Essential

- Collaborative, team-approach to working
- Ability to build and maintain effective working relationships
- Proven track record in marketing and advertising
- Passion and enthusiasm for, and a sound working knowledge of, the bloodstock industry and its participants
- Creative outlook and experience in website management, content creation, social media, advert production and PR
- Proactive, innovative and professional attitude
- Proven organisational skills in event planning
- Confident personality with strong communication skills
- High level of attention to detail
- Full Driving Licence
- Competent Microsoft Office user

June 2025