

THE AGRICULTURAL TRUST

| JOB DESCRIPTION | |
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| JOB TITLE: Advertising & Marketing Executive <i>The Irish Field</i> | DEPARTMENT: Advertising, The Irish Field |
| REPORTING TO: Advertising, Sales & Marketing Manager <i>The Irish Field</i> | CONTRACT TYPE: Fixed term contract of employment (11 months) |
| <p>OVERALL PURPOSE OF JOB:</p> <ul style="list-style-type: none"> • Grow current advertising base <i>The Irish Field</i> in classified, ROP & feature categories. • Secure revenue from new advertising initiatives and advertising customers in assigned territory/categories in <i>The Irish Field</i> with support from the Advertising, Sales & Marketing Manager, <i>The Irish Field</i>. • Support new Print and online classified process in the <i>Irish Farmers Journal</i> through management of assigned category and budget. • Achieve agreed monthly advertising targets for <i>The Irish Field</i> and the <i>Irish Farmers Journal</i>. • Contribute to the implementation of <i>The Irish Field's</i> digital strategy, including daily updates, blogs, social media and multi-media etc as required. • Execute elements of The Irish Field's marketing strategy. • Represent The Irish Field at industry events. • Contribute to the development and growth of The Agricultural Trust publications under guidance of the Advertising, Sales & Marketing Manager and <i>The Irish Field</i> senior management team | |
| <p>DUTIES/RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Grow advertising revenues through development of new advertising initiatives, secure longer term advertising spend and commitment from sporadic display advertisers. • Develop new offerings to secure lapsed advertisers. • Maintain accurate records of all advertising sales and activity reports. • Demonstrate ability to work on own initiative and equally contribute to all team initiatives as required to ensure smooth day to day operation of the advertising department. • Ensure all deadlines are adhered to and administration tasks completed daily/weekly. • Participate in training initiatives as required. • Carry out activities related to <i>The Irish Field's</i> digital strategy as required. | |
| <p>QUALIFICATIONS / SKILLS / EXPERIENCE</p> <ul style="list-style-type: none"> • Knowledge of and interest in the equine industry. • At least two years' experience in sales advertising and knowledge of advertising processes. • At least one years' experience in marketing • Digital skills. • Excellent communication and presentation skills. • Strong eye for detail • Budgetary skills • Excellent time management • Self motivation, creativity and ability to work on own initiative. | |
| <p>OTHER FEATURES OF JOB:</p> <ul style="list-style-type: none"> • Availability for travel, both national and international is required. • Responsibilities are flexible and may be changed and / or added to in accordance with business requirements. • The role-holder will be required to work on any project that the Advertising, Sales & Marketing Manager, the senior management team and / or the Editor & CEO may reasonably delegate at any time and, if necessary, to work as part of The Agricultural team on any publications/tasks as required. | |