



## Job Description – Commercial Marketing Executive – Livestock & Machinery H+H

**Job Title:** Commercial Marketing Executive – Livestock & Machinery H+H

**Reporting To:** Marketing Director

### **Overall job purpose**

The dedicated day-to-day marketing partner for H+H's Livestock and Machinery areas. Understand the needs of auctioneers, sales teams, buyers and sellers, and turn trading priorities into clear briefs and coordinated marketing requirements. Help increase entries, participation and repeat business while connecting market customers with relevant expertise across One H+H.

### **Primary accountabilities**

#### **Commercial understanding and planning**

- Maintain regular contact with livestock auctioneers, machinery teams and mart managers to understand sales priorities, customer demand and growth opportunities.
- Maintain a rolling portfolio calendar covering entries and consignment deadlines, routine and major sales, seasonal peaks, events and service launches.
- Gather buyer and seller feedback through mart visits, customer conversations and sales team discussions; record relevant regional and competitor insight.
- Agree campaign objectives with commercial owners, distinguishing seller acquisition, buyer recruitment, registrations, attendance and repeat participation.

#### **Sale and customer campaign coordination**

- Prepare briefs containing the sale or service offer, priority audience, geographic reach, commercial objective, deadlines, approved facts and response route.
- Gather sale details, lot information, photography requirements, customer evidence and spokesperson availability; secure factual approval from responsible colleagues.
- Coordinate pre-sale promotion, entry reminders and buyer communications, and ensure significant sale results and post-sale stories are captured, approved and communicated promptly through H+H's own channels.
- Identify audience segments by buying or selling role, livestock category, machinery interest, location and recent activity, working with the brand manager on approved targeting.

## Job Description – Commercial Marketing Executive – Livestock & Machinery H+H

- Support acquisition and reactivation programmes for prospective sellers, first-time buyers and lapsed participants rather than relying only on existing audiences.
- Check customer information about entries, registration, sale format, location and contact routes is clear and current.

### **Sales support and wider customer relationships**

- Gather requirements for practical sales tools, entry communications and customer presentations, coordinating production with the functional team.
- Identify useful customer stories and results; obtain substantiation and customer permission before commissioning content.
- Coordinate portfolio requirements for agricultural shows, open days and sale-related events with the campaigns manager.
- Help teams recognise triggers such as machinery investment, farm sale or business change and introduce relevant property, consulting, environmental, insurance or financial expertise.
- Record introductions through the agreed process and confirm that a named commercial colleague owns follow-up.

### **Delivery and results**

- Maintain the brief register and portfolio progress updates; flag missing information, timing conflicts or unplanned requests before they disrupt delivery.
- Compile monthly results with auctioneers and sales teams, linking campaigns to enquiries, entries, registrations and repeat participation where data allows.
- Review major sales and seasonal programmes with the functional managers, distinguishing marketing contribution from market conditions and operational factors.
- Apply the One H+H brand and Rural Matters positioning to all portfolio briefs and customer communications.
- Handle customer data, permissions and marketing activity in line with H+H's GDPR, data protection, consent and compliance requirements, escalating specialist or regulated matters where appropriate.

### **Cross selling and marketing collaboration**

- Work closely with both functional Marketing Managers, the Content Creator / Designer and the other Commercial Marketing Executives to share insight, agree briefs and coordinate campaigns across H+H.

## Job Description – Commercial Marketing Executive – Livestock & Machinery H+H

- Identify cross-selling opportunities from livestock and machinery relationships, brief relevant campaigns with the other executives and ensure introductions reach a named commercial owner.

### **Social media content and campaign planning**

- Manage the relevant social media channels for Livestock and Machinery, ensuring profiles, information and content remain current, accurate and aligned with H+H's agreed channel strategy and brand standards.
- Own and maintain a forward content plan for the portfolio, working with auctioneers, machinery teams and the functional Marketing Managers to identify sale promotion, entry deadlines, lot highlights, market reports, customer stories, events and other relevant opportunities.
- Respond quickly to significant sale results and emerging stories, gathering the information, imagery and approvals required to publish timely content and ensure H+H leads communication of its own results.
- Plan, schedule and publish agreed content within assigned permissions, coordinating additional creative support where required. Monitor engagement and enquiries and use performance to improve future activity.