

Marketing Manager

WHAT WE ARE LOOKING FOR:

This is a key opportunity for an ambitious professional with a strong grasp of marketing fundamentals, lead generation and digital marketing to stretch their entrepreneurial and leadership side. This role will take responsibility for accessing relevant audiences, creating great sustainable media partnerships, and growing business communities associated with our brands across the world.

Candidates need to be hands-on, enthusiastic, ambitious, adaptable, and quick-thinking, with a strong work ethic. This role is responsible for developing the event marketing strategy and providing end-to-end management of all marketing campaigns within the strategy, partnership campaigns, utilising effective online communications, to integrate with all appropriate marketing programs.

In this fast-paced environment, strong interpersonal skills, a positive and proactive attitude is a must. Along with a background in copywriting, digital marketing, and social media engagement.

QUALIFICATIONS AND SKILLS:

- Great communication skills both written and verbal.
- Ability to write crisp engaging marketing copy for a technical/scientific audience
- Highly organized, methodical, and process-driven, High level of attention to detail
- Expert in successful negotiation tactics with senior media individuals
- Track record of delivering campaigns/ projects to deadline and budget
- Results-driven - ensure that event plan fulfils strategic goals and drives the required business results
- Confidence in Marketing strategy, growth planning and multi-channel execution
- Very strong interpersonal skills - ability to engage and influence a range of people and characters
- English Fluency; UK based essential

KEY RESPONSIBILITIES:

- Response Analysis & Strategy Formulation
- Developing and delivering cohesive marketing campaigns that achieve targeted delegate registrations and revenue across portfolio topics.
- Lead Generation: Building and researching a relevant lead database through partnerships and sourcing; creating dynamic campaigns to attract and begin conversations with potential members and clients.
- Event Budget Management: Managing the marketing budget for each event campaign and portfolio topics.
- Stakeholder & Media Partnership Management: Continually source and maintain positive relations with partners for innovative ways to increase measurable value for the business.
- Site management / SEO/PPC & SEM: Monitor and continually improve organic and paid search results to increase web traffic, plus overall event site management (content and design.)
- Database Management: Utilise CRM (Salesforce and Hubspot) to generate list build strategies and for reporting.
- Event and Event Site analytics: Manage all event weekly trackers, site analytics and closely measure performance of activity, promotions, and usability.
- Cross department collaboration: Work closely with internal teams, plus external web developers, designers, and other external teams.
- Copywriting and Content: Create dynamic and exciting copy for all marketing material
- Social Media & Community: Maintain Customer Engagement online through LinkedIn, Facebook, Twitter (and others) with interesting topic discussions, active participation in conversations online, as well as repurposing and promoting content.
- Line Management & Leadership: No direct reports at present but scope in the future but there is an expectation to contribute to team training schedule and oversee campaign performance and lead on strategy with the production department.