



## **B2B Events Marketing and Delegate Sales Associate**

**Company: Corinium Global Intelligence**

**Division: Corinium Access**

**Location: Remote, US or UK Based**

**Type: Full Time**

### *About Corinium Access*

For the past 6 years, Corinium Global Intelligence has been producing global conferences, custom events and content for a cross-industry audience of executives with roles in: data, analytics, data science, digital transformation, marketing, finance, learning, customer experience, and more.

Our global community of over 700,000 contacts, look to Corinium to help them overcome challenges and take away actionable strategies to take their company to the next level and improve every area of their organization.

**Corinium Access** was founded to provide our customers with ACCESS to our community. We leverage our engaged contacts, our marketing acumen, and world-class event planning expertise, to help our clients plan any and all aspects of their own events. Our scope includes audience acquisition (i.e. driving registrations to their events), custom roundtables, fully produced multi-day conferences, and everything in-between.

As one the fastest growing, and most successful divisions at Corinium Global Intelligence, joining our team provides a tremendous opportunity for strategic input, and personal growth.

### *About the Role*

This unique and diverse role that touches all aspects of our business, requires an individual with both marketing and sales acumen to execute marketing campaigns, drive registrations, and ensure onsite attendance at events globally.

Reporting to the Head of Marketing but also working closely with all departments, you will become an integral part of our collaborative global events team. You will execute strategic marketing initiatives to generate registrations to our clients' events. You will also be tasked to follow-up with engaged prospective delegates to bring them "across the line" to registering. Finally, you will help develop and execute nurturing strategies to ensure high rates of onsite turnout.

We're looking for an enthusiastic self-starter who is keen to see a project through from beginning to end. Your role will include aspects of marketing, customer service, and sales, to support our custom events and audience acquisition engagements.

*Specifically, the role involves working with the event team and your Manager to implement audience acquisition strategies including:*

- Campaign Management
  - Based on customer research, market conditions, competitor data and response analyses, you will play an integral role in executing on effective and engaging marketing plan
  - Writing of promotional copy
  - Working closely with internal departments to achieve project objectives
  - Moving customers up the advocacy ladder using interactive and content led marketing techniques
- CRM and Data Management
  - Learning and implementing list build strategies and sourcing new and innovative data
  - Segmenting data appropriately in the CRM system to target the most relevant prospects
- Email Marketing
  - Liaising with relevant departments and writing effective e-mail copy
  - Creating e-mails using our software programme, ensuring best practise is adhered to, tracking responses and analysing results
- Media Partners
  - Creating new and developing existing relationships with leading trade press, associations, publications and industry bodies to widen the reach and promotion of the events portfolio
  - Ensuring timely submission of materials to media partners including print and online ads, and ensuring third party activity is delivered as agreed
  - Using tracking techniques and analysis to measure the effectiveness of partnerships

- Websites
  - Ensuring website are hubs of information that entice visitors to enquire or download content
  - Working with your manager to gain expert knowledge of SEO best practices are adhering to these.
- Collateral and Content Production
  - Working with external designers to create brochures, print ads and other materials as required, proof-read, sign-off and distribute internally/online
  - The creation of interesting and eye-catching content that draws in prospects across different marketing channels
  - Distributing content through websites, media partners, social media and e-mail marketing to generate enquiries
- Social Media, PPC and Remarketing
  - Maintaining and develop LinkedIn, twitter and other social media channels for both lead-generation and branding purposes.
  - Utilising social media advertising and PPC to reach new audiences or re-engage previous visitors
- Establishing close working relationships with clients and vendors
  - Excellent account management skills, with ability to build relationships at all levels
- Establishing a strong relationship with event registrants
  - Developing strong communication with the event registrations to reduce attrition rate
  - Confidently and effectively influence registrants to ensure maximum delegate attendance
- Sales
  - Contact (by telephone and/or by email) engaged executives to selling the benefits of attending and secure registrations
- Customer Service
  - Connecting with event registrants to ensure onsite turnout and reduce attrition.

### *Requirements*

We're looking for person who is confident, passionate and energetic and who enjoys working as part of a team and has an acumen for marketing and sales. You will need to have strong communication skills both verbal and written and experience demonstrating a prowess in sales, marketing and/or customer service.

- Experience working in sales, marketing and/or customer service.
- Excellent communicator, verbal and written
- Exceptional interpersonal skills and a true team-player
- You are not intimidated by the challenge of contacting top, executive-level decision makers
- Fast learner with a proven ability to learn new systems and software.
- Ability to work independently to deadlines and within budget
- Ability to function independently to deadline, in a team environment
- Ability to work in a fast-paced environment and to work under pressure, organize and multi task
- Self-driven, results-oriented, with a positive outlook
- The ability to travel internationally to events and/or customer meetings.
- When necessary, you have the ability and flexibility to adjust your working hours to incorporate additional business hours in North America or Europe.
- Foreign languages and knowledge of international markets an advantage
- Marketing experience is an advantage, including proficiency in online marketing and experience driving traffic to a site through channels such as search, social, email, using Google Analytics, and implementing SEO best practices
- Experience working with CRM systems is an advantage.

### *Benefits*

The role offers a competitive salary, quarterly KPI-driven bonuses, an annual discretionary bonus based on business profitability and growth, and benefits such as a contributory pension scheme (UK-only), medical/dental/FSA/HSA/401K (US-only) and the chance to travel across the world to our events. This is a great opportunity for a successful candidate to join a dynamic company in a rapidly evolving space.