

B2B Events Marketing Manager

Salary: Competitive base salary plus high profit share bonus scheme earning potential.

Location: Home based role, with some degree of flexi-working.

Type: Full-time, permanent.



About Corinium Global Intelligence

We're excited by the incredible pace of innovation and disruption in today's digital landscape. We provide insights to C-Suite executives focused on data, analytics, AI and digital transformation through conferences, private events and research.

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.

We're looking for great people to join us on our rapid growth journey; within the last few months Corinium Global Intelligence has featured highly in both The Sunday Times Fast Track 100 and the SME Export Track 100 lists.

About the Role

The role requires an aspiring marketing professional to support campaigns on a portfolio of events.

Reporting to and working closely with the Head of Marketing for the region, you will become an integral part of our collaborative global events team. Working closely with the production and sales teams, the main function of the role is to generate revenue, registrations, leads/enquiries and to increase awareness of our market leading events.

As a Marketing Manager you will be responsible for implementing innovative and effective digital marketing campaign plans on time and within budget in order to meet business objectives.

We're looking for an enthusiastic self-starter who is keen on both strategic planning and campaign execution. Tasks will include data build and management, social media optimisation, website and e-shot planning/content/execution, PPC and remarketing campaigns, media and channel partner management and more.

Specifically, the role involves:

- Campaign Management
 - By evaluating customer research, market conditions, competitor data and by conducting response analyses, produce effective and engaging marketing plans, define campaign schedules and ensure timely implementation of activity.
 - Formulating communications strategies, including writing of promotional copy.
 - Undertaking ongoing analysis of marketing campaigns and spend to ensure agreed targets are met.
 - Working closely with internal departments to achieve project objectives.
 - Moving customers up the advocacy ladder using interactive and content led marketing techniques.
 - Hitting agreed targets for revenue and lead generation whilst controlling the event marketing budget.
- 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
 - Conduct interviews with third parties such as speakers and write articles
 - Distribute 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 vendors.
- Establishment of effective working relationships with speakers and sponsors to gain their buy in to promote our events.

Requirements

We're looking for person who is confident, passionate and energetic and who enjoys working as part of a team We're looking for a marketer who's confident, passionate and energetic and who enjoys working as part of a team. You will need to have strong communication skills both verbal and written and have experience in creating and delivering targeted, innovative strategies including digital campaigns that show a clear return on investment.

- Preferably some experience in marketing, ideally gained within b2b publishing, conferences or exhibitions
- Excellent communicator, verbal and written
- Exceptional interpersonal skills and a true team-player
- Ability to work independently to deadlines and within budget
- Self-driven, results-oriented, with a positive outlook
- Foreign languages and knowledge of international markets an advantage
- And last, but by no means least... as a 100% remote working company, you will need to be an exceptional communicator and ambassador of our incredible company culture. We love our culture and are very proud of it.

Benefits

The role offers a competitive salary, profit share bonus and benefits such as a contributory pension scheme 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. This role provides significant and realistic opportunities to progress within a rapidly expanding company.