



\$60-70K AUD

Conference Marketing Manager – APAC

DESCRIPTION

Corinium Intelligence is seeking an experienced and enthusiastic conference Marketing Manager to join our fast growing business. This remote-based, autonomous role requires a marketing professional to take full ownership of their own campaigns and is perfectly suited to someone who wants to take the next step in their marketing career.

Working closely with the production and sales teams, the main function of the role is to generate direct bookings, inbound enquiries and to drive increased awareness of our events and brand. The role would suit someone with a proven track record in conference and event marketing.

Who we are looking for:

- An experienced marketer who can hit the ground running.
- Minimum of 18 months experience in conference or event marketing.
- A great team player that can drive results.
- An all-rounder who is excited by digital and well versed with all aspects of the marketing mix.
- An organised planner who delivers great work, on time.
- A communicator who can make the complex simple when collaborating with peers and stakeholders across the business and externally.
- Able to learn complex software and systems easily and competent with Microsoft Office, including Excel.
- Has a sense of humour and a positive attitude is a must!

What your day-to-day will look like:

Campaign Management

- Create and develop marketing plans, define campaign schedules and ensure timely implementation of on and offline activity.
- Manage marketing budgets, track campaign results and suggest improvements for future campaigns.
- Continually review and improve the end to end campaign process including KPIs, ROI and lessons learned – implementing process changes that also reflect changes in business.
- Define and drive a robust marketing strategy that results in quality enquiries and new business across all events, including a focus on sponsorship marketing.

Email Marketing

- Liaise with relevant departments and write effective email copy that generates enquiries for the delegate and sponsorship teams.
- Segment data appropriately in the CRM system to target the most relevant prospects.

- Set-up emails in software programme, ensure best practise is adhered to, track responses and analyse click-through & enquiry results.

Media Partners

- Create new and develop existing relationships with leading trade press and industry bodies to widen the reach and promotion of the events portfolio.
- Ensure timely submission of materials to media partners including print and online ads, and ensure third party activity is being delivered as agreed.
- Use tracking techniques and analysis to measure the effectiveness of various channels.
- Assist partners with post and pre-event reports/articles/interviews etc.

Websites

- Ensure the website aims to entice visitors to enquire or download content.
- Communicate with clients to collate necessary logos and other materials for the website.
- Seek to develop the website

Content Production

- Create 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 email marketing to generate incoming enquiries.

Social Media

- Maintain and develop LinkedIn, Twitter and other social media channels for both lead generation and branding purposes.
- Utilise social media advertising and PPC to reach new audiences or re-engage previous visitors.

Benefits

The role offers a highly competitive salary and profit share. This is a great opportunity for a successful candidate to join a company with a great working culture.

Contact

To apply for this exciting role please send your CV to Kye Ling Gan at kyeling.gan@coriniumgroup.com

Find out more about Corinium Intelligence at www.coriniumintelligence.com