



**Role: B2B Events Marketing Manager, Audience Acquisition**

**Company: Corinium Global Intelligence**

**Division: Corinium Access**

**Location: Remote, U.S. or U.K. 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 of 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*

The autonomous role requires a marketing professional with experience of B2B conferences to manage campaigns within the Access portfolio of events.

Reporting to and working closely with the Head of Marketing for Corinium Access, you will become an integral part of our collaborative global events team. Working closely with our clients, the main function of the role is to develop relationships with key members of their team, and to generate registrations to their events, and ensure high rates of onsite turnout.

As a Marketing Manager for the Audience Acquisition side of the business 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 not only strategic planning and campaign execution, but also nurturing client relationships and business development. 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.

#### *Key Responsibilities:*

- Campaign Creation and 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
  - Managing internal data processes, 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 write effective e-mail copy
  - Creation of 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
  - Ensure SEO best practices are adhered to
- 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
  - 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
- 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

### Requirements

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.

- Proven track record in marketing, 3+ years experience, ideally gained within b2b publishing, conferences or exhibitions
- You're a proficient online marketer. You know how to drive traffic to a site through channels such as search, social, email, and partnerships. You're comfortable using Google Analytics and can implement SEO best practices
- You have experience of working with CRM systems
- 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
- When necessary, you have the ability and flexibility to adjust your working hours to incorporate additional business hours in North America or Europe.
- The ability to travel internationally to events and/or customer meetings.

### 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.