

Job Title: Conference Marketing Manager
Department: Construction and Optical Division
Report to: Senior Marketing Manager

About Us

Established in 2003, Media 10 is the most awarded media and Events Company in the UK and have a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well established publications and owns a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

General Overview

The ideal candidate will have at least 3-4 years' experience in a marketing manager - full marketing mix role (i.e. not specialised in social media, digital etc., but experienced across the board), and experience in the exhibitions/events is preferred.

You will have excellent organisation skills with great attention to detail as well as being able to hit the ground running.

Ideally you will have experience in the marketing of conferences and events and will be hungry to progress your career and ready to become instrumental in the management of marketing strategy for a fast growing conference division.

You will be confident, ambitious, an excellent communicator and have the ability to manage multiple projects and deliver them on time. The ideal candidate will be personable, hard-working, efficient and organised, a copy-writing whizz, and have a great sense of humour!

An exciting opportunity for a fun, ambitious and highly motivated professional with a strong background in all aspects of conference and events marketing, to join the launch of a brand new conference division for the UK's most decorated events and publishing company Media 10.

What is expected of you

The successful candidate will be full of ideas, bursting with creativity and able to think outside the box whilst maintaining a keen eye for detail. The ideal candidate must be confident in launching, managing and maintaining a brand new brand, marketing & social media strategies for a fast growing conference division.

- Implement, manage, maintain and develop a marketing strategy for all conferences
- Develop in consultation with the Senior Marketing Manager, integrated delegate-prom and ex-prom marketing campaign strategies and activity plans that use channels effectively and that will achieve campaign objectives for the dedicated exhibitions and conferences as part of UK Construction Week
- Take care of all email campaign management including copywriting, proofing, scheduling and analysing
- Oversee and manage the conference division social media activity
- Organise, produce and manage marketing plans, deadlines and timelines
- To produce and manage a positive web presence for your exhibition/conference which is easy to find and navigate, and which is regularly updated
- Manage the implementation, tracking and measurement of integrated marketing campaigns, on time and within agreed budget
- Be responsible for the production and sourcing of all campaign materials including exhibitor and delegate packs
- Facilitate sponsorship, advertising and partnership requirements
- Work closely with the web team to manage the conference websites, to provide content and design
- Work closely with the delegate and exhibitor sales team to hit the targets, deliver clear USPs and brand delivery
- Brief the design team on all conference branding, literature and sales packs
- Secure key associations and media partnerships to reach wider audience and support on marketing campaign

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- Liaise with photographers and film crew's pre & post event
- Monthly report of the overall marketing campaigns including social media, website, emails campaigns and any paid activity to senior MM
- Support UK Construction team as and when needed for the Awards ceremonies and overall marketing activity
- Working with the Senior Marketing Manager, to identify and secure essential media partnerships and other third party promotional partnerships, delivering strategies to maximise their support for your exhibition
- Work with key stakeholders to implement campaign activity
- Brief and manage external agencies including creative, digital, PR and media planning agencies to deliver campaign activity against brief
- Manage agency campaign implementation and performance against agreed campaign activity
- Be responsible for the production and sourcing of all campaign materials
- Deliver campaign activity presentations and regular results presentations

Campaign Reporting

- Ensure your dedicated campaigns have clear metrics as agreed with the Senior Marketing Manager to ensure that campaigns are achieving appropriate return on investment in line with set goals
- Carry out post campaign analysis to report KPIs and distribute learning for future campaigns
- Work with Senior Marketing Manager to understand stakeholder feedback to influence future campaign work
- Complete competitor benchmarking for promotional activity and report regularly to Senior Marketing Manager
- Participate in events and promotional activities necessary to support the promotion of the programme, if required
- Monthly report of the overall marketing campaigns including social media, website, emails campaigns and any paid activity

Stakeholder Management

- Coordinate campaign activity including website updates, social media activity and PR activity to deliver campaign objectives
- Be responsible of the overall UK Construction Week exhibitor campaign management with the Marketing Assistant
- To work on site at your exhibition, overseeing photography and videography at show and managing specific events within the programme.
- Develop CRM strategies for each campaign and coordinate CRM activity including communication emails, data pulls etc.
- Coordinate event activity at events with the events team
- Liaise with the Senior Marketing Manager to ensure campaign materials are aligned to overall collateral guidelines
- Liaise with the PR and internal communications teams to deliver supporting activity for campaigns as required
- Liaise with the delegate sales team to deliver a successful delegate marketing campaign
- Join the external meeting with the exhibitors, partners and associations where necessary

General Responsibilities

- Input to the annual Strategic Marketing Planning process
- Ensure accuracy of marketing materials and be responsible for formal sign off process where required
- Adhere to all policies and procedures with regards to budget expenditure, displaying budget control and reporting any variances promptly to the Senior Marketing Manager

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- Direct manage the team of two – Marketing Assistants and oversee the performance of the entire team (Assistant Marketing Manager and Senior Digital Executive)

What you are good at

- Advertising, digital and CRM marketing knowledge and experience
- Profit and Loss responsibility
- Strong leadership skills
- Meeting objectives and campaign deadlines
- Microsoft PowerPoint, Word and Excel skills
- Strong planning and organisational skills with the ability to successfully multi task
- Excellent judgement and creative problem solving skills
- Excellent attendance
- Self-reliant, good problem solver, results oriented
- Able to make decisions in a changing environment and anticipate future needs
- Self-motivated with an ability to thrive under pressure
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management
- Ability to operate as an effective tactical as well as strategic thinker
- Committed to continuous self-development and learning within the marketing field

What we will do for you

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun