



## About Us

Events and experiences that win hearts, minds – and awards. We create them, develop them and deliver them. Down to the last detail. And from humble beginnings as a team of 10 back in 2003, we're now a line-up of over 250 of some of the most talented people on the planet. Humble as we are (no really) we have the entrepreneurial heart & soul of a start-up combined with the gravitas that comes from our 15-year track record of creating industry 'firsts' & delivering excellence. Our knowledge is unrivalled, our passion infectious and our parties legendary! Above all, we're committed to transforming brilliant ideas into award winning content. And because we're a truly independent company, we're able to give our people the creative freedom that's led us to being one of the most decorated companies in the industry.

## The Role

We are looking for a **senior marketing executive** to join our Marketing team working across our Ideal Home Show and Eat and Drink Festival. The Ideal Home Show has been running for over 100 years, making it the longest running exhibition in history. This award-winning consumer event in London and Scotland, delivers an unparalleled audience of over 200,000 (audited) home-interest customers. The Eat and Drink festival is one of our newer events in our portfolio, but has organically grown since its inception in 2017 and for 2018 we shall be doubling the size of the exhibition space available. The show is all about exhibiting the very best the country has to offer in the world of food and drink, all under one roof, celebrating the exciting trends in modern cuisine, mixology and street food.

Our ideal candidate will need to be able to bring new ideas to the table and take real ownership of the industry, leveraging off their previous experience. We need someone who is creative, confident, adaptable, ambitious, dynamic and essentially able to bring a new energy to the brands. You will be responsible for the full marketing mix and ideally you'll have been in a role where you've had that responsibility before.

## What is expected of you

Working closely with the Group Marketing Manager, Portfolio Marketing Manager and show team to develop and deliver comprehensive PR & marketing plans. Ultimately, you will be working to ensure attendance levels and the sales targets are achieved through promotional activity and content. You will report to the Portfolio Marketing Manager and Group Marketing Manager, but will work closely with the Event Manager, Features Manager and wider event team to pull everything together. You will also be asked to manage Interns during the campaigns.

- To produce and implement an online marketing and promotional plan across social media, web content and email campaigns.
- To produce and manage a positive web presence for your exhibition which is easy to find and navigate, and is regularly updated and continually reviewed.
- Work with the marketing team to create engaging content across all social media promotion channels such as Facebook, Twitter, Instagram and YouTube.
- Manage PPC campaigns to a strict budget and time frame.
- Track and report the effectiveness of website, social media and digital promotion.
- Work with the team to highlight interesting exhibitor content to be promoted across channels. Identifying stories that will engage the key target audience.
- Assist in creation of email campaigns for the show and report on open rates, CTR, bounce backs and best practice.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments.
- Happy to attend industry events creating engaging content for social media (occasionally outside of working hours).
- To assist in producing and implementing a marketing and promotional plan, including schedules for media, direct marketing and PR.
- Working with the Portfolio Marketing Manager, to identify and secure essential partnerships with celebrities, ambassadors, media and other third party promotional partnerships, delivering strategies to maximise their support for your exhibition.

Job Title: Senior Marketing Executive  
Department: Marketing  
Report to: Portfolio Marketing Manager

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- To work onsite at your exhibition, overseeing photography and videography at show and managing specific events within the programme.
- To establish and maintain effective working partnerships with all relevant internal and external colleagues and associates.

### **Who you are:**

You are super confident and enjoy being part of a busy and dynamic team. You drive positivity and strive to create a culture of continuous improvement. Leading from the front, with a strong work ethic and a great sense of humour you will be able to manage multiple projects and deliver them on time. In a nutshell:

- Detail, detail, detail!
- You strive to do things better
- Innovative with the desire to push creative boundaries
- Copy-writing (you're a whizz)
- Planning and organising
- Communicating at all levels
- Relationship building
- Strategic with the ability to think outside of the box

### **What we'll 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