Job description

|  |  |
| --- | --- |
| **Job title:** | Events Marketing Executive |
| **Division:** | Events & Training, within Community and Professional Development |
| **Grade:** | Wider Team |
| **Reports to:** | Head of Events & Training |
| **Overall purpose of role:** | Increases attendance at SfE Group events through evidence-based marketing campaigns |
| **Key accountabilities:** | Plans and implements marketing campaigns for SfE Group events to increase delegate attendance.Develops and maintains an in-depth knowledge of SfE Group’s events, and their communities, to ensure continuous improvement of marketing activity.Increase the profile of SfE Group’s events and training services. |
| **Date:** | January 2025 |

Responsibilities

|  |  |  |
| --- | --- | --- |
| **Key responsibilities** |  | **% of time** |
| **Strategic:** | * Sets objectives for campaigns, measures campaign ROI, and uses this insight to improve marketing tactics.
* Understands each event client’s objectives and develops campaigns that align with these.
* Identifies opportunities for upselling marketing services to clients.
* Develops knowledge of the events industry and best practice in events marketing.
 | 10% |
| **Operational:** | * Develops and implements marketing schedules for events to increase delegate attendance:
* Sets evidence-based campaign targets.
* Chooses appropriate marketing channels.
* Segments communications to target specific audiences.
* Develops key messages for target audiences.
* Writes accurate and engaging copy.
* Reports on campaign results.
* Oversees the design and production of event marketing materials to ensure they conform to clients’ brand guidelines.
* Attends events and undertakes pre-event site visits to coordinate on-site marketing activities.
* Develops and deploys post-event surveys to delegates and interpret results.
* Monitors client inboxes for marketing-related communications and ensures all client service-level agreements are adhered to.
* Manages Bioscientifica’s Twitter account during events to raise awareness of our events service.
 | 75% |
| **Key responsibilities** |  | **% of time** |
|  **Financial:** | * Tracks marketing expenditure for each event and ensures that overall expenditure does not exceed budget
 |  5% |
| **People:** | * Develops strong working relationships with internal teams and external stakeholders.
 | 10% |

Person specification

|  |  |
| --- | --- |
| **Skills and experience** |  |
| **Technical skills:** | * Awareness of basic marketing principles and their practical application,
* Excellent copywriting skills: ability to write accurately for a range of intended audiences
* A strong eye for design and ability to clearly brief external designers
* Strong verbal communication and presentation skills
* Familiarity with digital marketing channels and preferably some knowledge of email marketing systems
* Good working knowledge of Microsoft Excel.
* Ability to effectively manipulate and interpret data to create clear concise reports.
 |
| **Experience:** | * Proven experience at Marketing Assistant / Coordinator level, and/**or** some marketing work experience ideally gained in events or similar environment.
* Understand the needs, opportunities and challenges of scientific and academic communities.
 |
| **Behavioural competencies:** | * Strong organisational skills and ability to multitask and work independently across multiple projects.
* Commercially minded and results-driven, with a focus on evaluating and enhancing the effectiveness of marketing activities to achieve targets.
* Proactive, solutions-orientated approach.
* Ability to adapt approach based on feedback, to achieve the desired result.
* Good communication skills – written and oral.
* Excellent interpersonal skills.
* Customer focus: Committed to understanding and meeting the needs of customers, ensuring high levels of satisfaction and fostering positive relationships.
* Networking: Building and maintaining professional relationships within the relevant communities of stakeholders.
* Resilience: Able to work under pressure and remain professional at all times.
* Collaboration: Working effectively across all levels of staff within the organization and all other stakeholders.
* Cultural Competence: Respecting and valuing diversity.
* Demonstrates strong self-awareness of own abilities and development needs, and proactively seeks out learning opportunities, both internally and externally, to ensure that these are met.
 |
| **Other relevant requirements:** | * Excellent spoken and written English
* Willingness to travel in UK and internationally
* Holds a valid Passport
 |