Job description

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| **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

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| **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

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| **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 |