

Job Description

Job Title	Event Marketing Executive
Reporting to	Event Marketing Manager
Purpose	To develop and deliver marketing campaigns across all Events and Live Marketing accounts aimed at promoting B2B events and generating leads.

Key Responsibilities	Specific Tasks	Business Objective
Marketing campaigns	<p>Strategically plan, design, budget, deliver and evaluate online and offline marketing campaigns across all programmes and accounts supported by the Event and Live Marketing team, using innovative tactics, lead generation tools and multiple communication channels to:</p> <ul style="list-style-type: none"> • Increase quantity and quality of event recruitment • Reduce event drop-off • Generate and nurture leads • Profile and qualify leads • Retain existing clients • Increase brand awareness • Meet funders' objectives • Optimise pre and post-event attendee experience and engagement • Support the delivery of contractual targets and communications KPIs <p>Work with clients to understand campaign objectives and develop an effective marketing plan.</p> <p>Map and track all campaign touchpoints in marketing calendar, ensuring it is kept up-to-date.</p> <p>Write engaging copy and design compelling visuals to achieve maximise conversions/engagement.</p> <p>Track and analyse campaign results, proactively suggesting changes, new channels, tools and best practice to improve performance.</p> <p>Report to your line manager and Newable senior management on campaigns performance and communications KPIs.</p>	High customer engagement and satisfaction
Brand compliance	<p>Ensure that all your marketing activities meet the brand and tone requirements set by the funders of the programmes, supported by the Events and Live Marketing team, and align with Newable brand and identity guidelines.</p>	High customer satisfaction

Marketing automation	<p>Use multiple CRM platforms to build, test and schedule email marketing campaigns within the agreed deadlines.</p> <p>Manage and keep up-to-date the automated email communications templates in the Salesforce event flow across all supported programmes.</p>	<p>Business efficiency</p> <p>To generate suitable leads</p>
Data segmentation	<p>Effectively segment the audience for all campaigns to maximize impact and improve client engagement.</p> <p>Enforce data segmentation protocols to align with GDPR requirements for data we collect for our clients.</p>	<p>Data protection compliance</p>
Social media	<p>Support the team with managing and integrating social media channels across all supported programmes.</p> <p>Plan, design and manage social media and PPC campaigns, create online banner adverts across all programmes supported by the Events and Live Marketing team aimed at:</p> <ul style="list-style-type: none"> • building an engaged community • increasing quality and quantity of event recruitment • generating, nurturing and converting leads <p>Liaise with external agencies to plan and deliver social media and PPC campaign aimed at achieving the above objectives.</p> <p>Track, analyse and report on report on social media and PPC campaign's performance.</p>	<p>Team efficiency</p> <p>To position Newable as thought leaders in helping businesses start, sustain and grow</p> <p>To position Newable's clients as thought leaders in their industry</p>
Content and collateral design support	<p>Support the Event Marketing team with creating engaging content (i.e. case studies, success stories, blogs, thought leadership, articles, podcasts etc.) as required by your line manager.</p> <p>Support the Video Content Producer to produce engaging video content.</p> <p>Support the team with designing and proofreading marketing collateral in InDesign and Photoshop and liaise with external graphic designers as required by your line manager.</p>	<p>To increase event recruitment and generate new leads</p> <p>To increase client retention and engagement</p>
Proofread and improve team communications	<p>Proofread content and marketing assets produced by the Events and Live Marketing team as required.</p> <p>Provide feedback and areas for improvement to upskill other team members.</p>	
Ask Why?	<p>Question the status quo of all Event and Live Marketing Team client campaigns.</p>	<p>Always Improve</p>

	Support the development of an inquisitive and unassuming culture within the Event and Live Marketing team.	
Other	Flexibility is required to meet the needs of the Events and Live Marketing team i.e. providing support onsite at events when required.	Business efficiency

Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> Email Marketing CRM Campaign Automation Social Media Campaigns Copywriting Project management Account management Brand management Graphic design Time management Communications (written and verbal) Salesforce 	
Qualities	<ul style="list-style-type: none"> Self-motivated and pro-active who is able to show innovation, flexibility and alternative thinking High level of attention to detail Analytical mindset Highly organized Creative with an eye for design Team player who actively contributes to a positive team culture Confident in dealing with a wide range of stakeholders and clients Robust and resilient – will have the ability to cope under pressure Proactive 	
Knowledge and Experience	<ul style="list-style-type: none"> 2+ years' B2B marketing and communications experience (email campaigns, social media, PPC campaigns) 2+ years' experience using CRM and marketing automation systems (e.g. Salesforce) Advanced Email Marketing Advanced Microsoft Office (Word, Excel, PowerPoint) Advanced InDesign skills Basic understanding of HTML 	<ul style="list-style-type: none"> Experience working with SMEs and understanding of business growth Experience with promoting B2B events Experience with Pardot Experience with Hootsuite Photoshop skills
Qualifications	<ul style="list-style-type: none"> Marketing qualification or equivalent 	<ul style="list-style-type: none"> Bachelor degree in Business, Marketing, Event Management or equivalent

Conditions and Remuneration

Starting salary	Competitive Salary
Benefits	Newable Benefits Package
Hours	Full time - Monday to Friday, 9.30am to 5.30pm
Location	140 Aldersgate Street, 6th Floor, London EC1A 4HY
Holidays	25 days per annum

Newable is committed to equal opportunities for all, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or any other protected grounds. Disabled people who meet all of the essential criteria will be invited to interview.