

Job Description

Job Title	Event Marketing Executive
Reporting to	Event Marketing Manager
Purpose	To provide end-to-end marketing and content support to our programmes, drive event recruitment and lead generation.

Key Responsibilities	Specific Tasks	Business Objective
Marketing campaigns	<p>Strategically plan, design, budget, deliver and evaluate online and offline marketing campaigns for your allocated programmes or other programmes if required by your line manager, 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 the marketing calendar, ensuring it is kept up-to-date and deadlines are met.</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 allocated to you and align with Newable brand and identity guidelines, if required.</p>	High customer satisfaction

<p>Marketing automation</p>	<p>Use multiple CRM platforms and email systems to build, test and schedule email and other marketing campaigns within the agreed deadlines for your allocated programmes or other programmes as required by your line manager.</p> <p>Manage and keep up-to-date the automated email communications templates in the Salesforce event flow for your allocated programmes or other programmes as required by your line manager.</p>	<p>Business efficiency</p> <p>To generate suitable leads</p>
<p>Data segmentation and GDPR compliance</p>	<p>Effectively segment the audience for all campaigns to maximize impact and improve client engagement and conversions.</p> <p>Enforce data segmentation protocols to comply with GDPR requirements for data we collect and process for our clients.</p>	<p>Data protection compliance</p>
<p>Social media</p>	<p>Manage and integrate social media channels for your allocated programmes or other programmes as required by your line manager.</p> <p>Plan, design and manage social media content, PPC campaigns and online banners 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 campaigns' 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>
<p>Content and collateral design</p>	<p>Create thought leadership and engaging contents such as, but not limited to, case studies, success stories, blogs, articles, podcasts etc. for your allocated programmes or other programmes as required by your line manager.</p> <p>Support the production of engaging video content.</p> <p>Design and proofreading marketing collateral in InDesign and Photoshop and liaise with external graphic designers.</p>	<p>To increase event recruitment and generate new leads</p> <p>To increase client retention and engagement</p>
<p>Proofreading</p>	<p>Proofread content and marketing assets produced by the Events and Live Marketing team as required by your line manager.</p> <p>Provide feedback and areas for improvement to upskill other team members.</p>	<p>To ensure quality and high client satisfaction</p>

Budget and invoice management	<p>Effectively manage the budget allocated to your campaigns by negotiating the best deals with providers and suppliers, selecting the most appropriate options in terms of channels, tools and messaging, and ensuring value for money for Newable and our clients at all times.</p> <p>Process all invoices for your campaigns in a timely and effective fashion, update the team's budget and invoice registers and ensure suppliers are paid on time.</p>	<p>High client satisfaction</p> <p>Ensure value for money</p>
Ask Why?	<p>Question the status quo of all Event and Live Marketing Team client campaigns.</p> <p>Support the development of an inquisitive, unassuming and target-focused culture within the Event and Live Marketing team.</p>	Always Improve
Other	<p>Flexibility is required to meet the needs of the team i.e. providing onsite support at events and/or supporting other colleagues in the Event Marketing sub-team or Newable Central Marketing team with content and marketing production as required by your line manager.</p>	Business efficiency

Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Advanced email marketing • CRM campaign automation • Social media management and campaigns • Copywriting • Project management • Account management • Salesforce • Brand management • Graphic design • Time management • Communications (written and verbal) 	<ul style="list-style-type: none"> • PPC campaigns • Paid social media campaigns • Understanding of HTML coding for emails
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 and analytical mindset • Highly organized • Creative with an eye for design • Adaptive 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 and deliver under pressure 	

<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> • At least 2 years' B2B marketing and communications experience (email marketing, social media, partners) • At least 2 years' experience using CRM and marketing automation systems (e.g. Salesforce), with a basic understanding of HTML for email marketing • Excellent project management skills, highly organised and a great multi-tasker • Advanced email marketing and audience segmentation experience • Excellent copywriting and proofreading skills • Experience in producing reports of campaign results, maintain regular measurement of the campaigns' ROI and reporting to senior management • Excellent written and verbal communication and confident in dealing with a wide range of stakeholders and clients • Advanced Microsoft Office (Word, Excel, PowerPoint) • Basic Photoshop/InDesign 	<ul style="list-style-type: none"> • Experience working with SMEs and understanding of business growth • Experience promoting business events and/or products and services • Experience with Pardot • PPC campaigns experience • Experience with Hootsuite • Advanced Photoshop/InDesign
<p>Qualifications</p>	<ul style="list-style-type: none"> • Marketing Certificate or equivalent 	<ul style="list-style-type: none"> • Degree in Marketing, Event Management or equivalent • Diploma in Marketing

Conditions and remuneration

<p>Starting salary</p>	<p>£26,000 to 28,000 per annum D.O.E.</p>
<p>Benefits</p>	<p>Newable Benefits Package</p>
<p>Hours</p>	<p>Full time - Monday to Friday, 9.00 am to 5.00 pm</p>
<p>Location</p>	<p>140 Aldersgate Street, 6th Floor, London EC1A 4HY or Unit 10 Fulcrum 2 Solent Way, Whiteley, Hampshire PO15 7FN</p>
<p>Holidays</p>	<p>25 days per annum</p>

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.