

## Job Description

Job Title	Event Marketing Manager
Reporting to	Head of Events and Live Marketing
Purpose	To lead the promotion of business events and support programmes, generate leads and document impact across all accounts supported by Newable Events and Live Marketing

Key Responsibilities	Specific Tasks	Business Objective
Team and budget management	<p>Manage the Event Marketing team.</p> <p>Set team and individual targets in collaboration with your line manager to ensure the achievement of contractual KPIs.</p> <p>Monitor the team's performance, conduct regular performance evaluations of your team's members and promptly address underperformance.</p> <p>Recruit and induct new team members.</p> <p>Provide members of your team with ongoing training and development support.</p> <p>Manage the marketing budget across all supported accounts.</p> <p>Ensure budget is spent in line with the programmes' requirements and objectives.</p> <p>Ensure invoices are recorded, processed and paid in line with the team and company finance procedures.</p> <p>Ensure the invoice/budget supporting documentation is properly collected and readily available for checks and auditing purposes.</p> <p>Provide your line manager with regular budget updates.</p> <p>Report on marketing and content KPIs.</p>	<p>To increase business efficiency and team performance</p>
Campaign planning	<p>Design effective marketing and communications plans for each supported client account.</p> <p>Lead your team to design, budget and deliver effective marketing campaigns, use innovative tactics, lead generation tools and multiple marketing channels to drive event and programme recruitment, generate and convert new leads for our supported clients accounts.</p> <p>Work with the Events team to create a detailed communications calendar for our events and programmes across all accounts and maximize cross-programme promotion, where possible.</p> <p>Support the Events team to create compelling on brand and on tone event and programme landing pages and forms.</p>	<p>To increase event recruitment and generate new leads</p> <p>To support achievement of contractual targets</p> <p>To increase client retention and engagement</p> <p>To maximize cross-programme promotion</p>

<p>Content management</p>	<p>Plan and manage a content marketing strategy for all supported client accounts aimed at:</p> <p>Lead your team to produce and distribute of compelling content across multiple channels to generate leads and document impact of our business support programmes.</p> <p>Apply data analytics to personalize and optimize content based on targeted audience segmentation for each account.</p> <p>Collect, monitor and analyse data to improve performance.</p> <p>Ensure all required sign-off and approvals are acquired from clients and customers, including video release forms.</p> <p>Ensure all content is processed and stored safely and securely in line with the latest data protection regulations.</p> <p>Stay up-to-date on industry and market trends and adjust the content strategy accordingly.</p> <p>Work with Newable Central Marketing and external PR agency to produce content aimed at ensuring coverage in local and national press for our supported accounts, where permitted.</p>	<p>To increase event recruitment and generate new leads</p> <p>To increase client retention and engagement</p>
<p>Marketing asset production</p>	<p>Ensure your team produces on-brand and on-tone marketing assets required to support our client accounts.</p> <p>Select and liaise with external supplier to design, produce and proofread marketing collateral for all our supported client accounts and programmes.</p> <p>Ensure all marketing collateral and campaigns designed by your team is properly proofread, meet the brand and tone requirements set by our funders and align with the Newable identity guidelines, if relevant.</p>	<p>High customer satisfaction</p>
<p>Social media management</p>	<p>Lead your team to administer social media channels across all supported client accounts, plan, budget, oversee and deliver social media and PPC campaigns.</p> <p>Work with external agencies to plan and optimize campaigns, track and analyse results to maximize performance.</p> <p>Collect, monitor and analyse social media metrics, and make improvements accordingly.</p> <p>Stay up-to-date on social media and digital trends.</p>	<p>To increase event recruitment and generate new leads</p> <p>To increase client retention and engagement</p>
<p>Marketing automation</p>	<p>Use marketing automation to increase event recruitment, generate leads, improve client retention and pre and post event attendee experience.</p> <p>Ensure the required communications templates are available for our event automation flow across all supported accounts.</p>	<p>Business efficiency</p> <p>To generate suitable leads</p>
<p>Stakeholder and partnership management</p>	<p>Work with the Relationship Manager and Event Manager to develop effective relationships with our internal and external stakeholders</p>	<p>Stakeholder and partnership management</p>

	<p>Build and nurture effective partnership agreements with key partners aimed at driving event and programme recruitment, generating leads and raise brand awareness</p> <p>Ensure all supported accounts receive a quality service at all times</p>	
Procurement and compliance	<p>Ensure the team meets the Newable procurement and compliance standards and those set by our clients and supported programmes.</p> <p>Ensure that the team complies with agreed external standards and any other regulations affecting the business.</p>	<p>Cost efficiency</p> <p>Business impact</p>
Team culture	<p>Contribute to building a performance-driven, single team culture within your team, the Events and Live Marketing team and the Advice Department, embracing the Newable Values:</p> <ul style="list-style-type: none"> <li>• Dream Big</li> <li>• Get Going</li> <li>• Always Improve</li> <li>• Pass It On</li> <li>• Grow Together</li> </ul> <p>Contribute to the success of the business as an active member of the Event Leadership Team.</p>	<p>To increase team performance and improve team culture</p>
Other	<p>Flexibility is required to meet the needs of a growing business beyond the tasks included in this job description.</p>	<p>Business efficiency</p>

## Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> <li>• Advanced Client Account Management</li> <li>• Advanced Team Management</li> <li>• Advanced Campaign Planning</li> <li>• Advanced Content Marketing</li> <li>• Advanced Project Management</li> <li>• Lead Generation</li> <li>• Storytelling</li> <li>• Social Media</li> <li>• Copywriting</li> <li>• Data Management and Analysis</li> <li>• GDPR and Data Protection</li> <li>• Stakeholder Management</li> <li>• Excellent Communication (written and verbal)</li> <li>• Leadership, Coaching and Training</li> <li>• Process Improvement</li> <li>• Time Management</li> <li>• Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• SEO</li> <li>• PPC and Social Media Campaigns</li> <li>• Marketing Collateral Design</li> </ul>
Qualities	<ul style="list-style-type: none"> <li>• Strategic mindset</li> <li>• Confident in managing staff and team performance</li> <li>• Passionate about marketing and content creation</li> <li>• Confident in building relationships with a range of stakeholders</li> <li>• Focused and self-motivated (able to take ownership of a project and committed to achieving the result)</li> </ul>	<ul style="list-style-type: none"> <li>• Creative and forward-thinking</li> </ul>

	<ul style="list-style-type: none"> <li>• Team player who actively contributes to a positive culture</li> <li>• Robust and resilient – able to cope and deliver under pressure</li> </ul>	
Knowledge and experience	<ul style="list-style-type: none"> <li>• 5+ years' experience managing multiple marketing accounts, preferably in an agency or equivalent.</li> <li>• 5+ years' experience designing, budgeting and delivering multichannel campaigns, preferably for business marketing.</li> <li>• 5+ years' line management experience (3+ staff).</li> <li>• Advanced:             <ul style="list-style-type: none"> <li>○ email marketing campaign experience with demonstrable success in increasing Open Rates, Click Through Rates and Conversion Rate and segmenting audiences</li> <li>○ CRM and marketing automation experience;</li> <li>○ High-lead generation campaigns' experience, preferably for business marketing;</li> <li>○ Experiencing activating and managing multi-brands and following approval and compliance requirements of clients</li> </ul> </li> <li>• Demonstrable:             <ul style="list-style-type: none"> <li>○ content production and distribution's experience/portfolio with extensive video, email, digital promo/PPC and extensive content;</li> <li>○ marketing asset and graphic design experience;</li> <li>○ project management's experience;</li> <li>○ social media management's experience;</li> <li>○ marketing supplier's management experience.</li> </ul> </li> <li>• Budget management in excess of £100,000</li> <li>• Excellent written and verbal communication</li> <li>• Advanced Microsoft Office Skills</li> <li>• Intermediate Photoshop and InDesign skills</li> </ul>	<ul style="list-style-type: none"> <li>• Event marketing experience</li> <li>• Experience working with SMEs and understanding of business growth</li> <li>• Experience line managing temporary staff and agency workers</li> <li>• Experience delivering projects for public sector clients</li> <li>• Experience working with videographers and leading the production of video content</li> <li>• Google Analytics and SEO skills</li> <li>• Pardot experience</li> <li>• PPC campaign experience</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• Degree in Marketing or equivalent experience</li> <li>• Certificate in Professional Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Diploma in Professional Marketing</li> </ul>

## Conditions and Remuneration

Starting salary	£42,000 to £45,000 D.O.E.
Benefits	Newable Benefits Package
Hours	35
Location	140 Aldersgate St, London EC1A 4HY or Unit 10, Fulcrum 2, Whiteley, PO15 7FN
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.**