

Job Description

Job Title	Senior Event Marketing Executive
Reporting to	Event Marketing Manager
Purpose	To plan, design and deliver marketing campaigns for newly launched business support programmes and to provide end-to-end marketing and content support, drive event recruitment and generate leads for existing programmes.

Key Responsibilities	Specific Tasks	Business Objective
Activate new marketing projects	<p>Strategically plan, design and deliver creative marketing campaigns for newly launched business support programmes, products & services.</p> <p>Take the marketing lead on new projects and business support programmes, managing the creative process from the ideation to branding, messaging, design, production to distribution.</p> <p>Produce high-quality campaign assets (landing pages, emails, social media, PR, videos etc.) and material to showcase our expertise and client success (case studies, highlight reels etc.), liaising with external suppliers as required.</p>	<p>High customer engagement and satisfaction</p> <p>Delivery of new programmes to help Newable achieve rapid growth</p>
Project management	<p>Establish clearly defined budgets, briefs, objectives and success metrics for all projects you are requested to lead on.</p> <p>Employ exceptional project management skills to ensure marketing materials meet stakeholder objectives and are delivered on time, on brief, on budget and on brand.</p> <p>Brief management, team members, partners and suppliers, to ensure effective resource scheduling and clarity in the design and delivery of content.</p>	To deliver high impact projects across all programmes
Marketing campaigns and end-to-end marketing support	<p>Plan and execute marketing campaigns for existing programmes/accounts in order to:</p> <ul style="list-style-type: none"> Promote and showcase our events/programme Increase quantity and quality of event recruitment Raise brand and programme awareness Meet funders' objectives & contractual targets <p>Provide end-to-end marketing and content support to your allocated programmes.</p> <p>Support the team with campaign delivery as required by your line manager.</p>	<p>High customer engagement and satisfaction</p> <p>To drive recruitment & increase conversions.</p>
Social media & digital advertising	Plan, design, manage a variety of targeted PPC campaigns across a range of digital channels to generate, nurture and convert leads.	To generate new leads and grow our online audience.

	<p>Overseeing existing campaigns and making recommendations on how to optimise them, analysing trends and making data-driven decisions.</p> <p>Produce detailed analysis and reports of campaigns.</p> <p>Support the team with managing and intergrating social media channels across our allocated programmes.</p>	
Editing & proofreading	<p>Support the Event Marketing Manager to edit, proofread and approve marketing assets produced by the Events and Live Marketing team.</p> <p>Liase with external suppliers to ensure assets are proofread as needed.</p> <p>Provide feedback and areas for improvement to help upskill other team members and manage the editing and proofreading process in a more efficient way while retaining high quality standards in our marketing material.</p>	To deliver of high quality marketing material
Planning, monitoring & reporting	<p>Plan, map and track campaign touchpoints in the team's marketing calendar, ensuring it is kept up-to-date.</p> <p>Track, analyse and report on campaign results and metrics.</p> <p>Provide data-driven insights to proactively suggesting changes, new channels, tools and best practice.</p> <p>Track project milestones and regularly communicate the KPIs/outcomes to stakeholders and management.</p>	To effectively track, monitor & improve performance.
Lead generation and data segmentation	<p>Implement innovative tactics to profile, qualify, generate and retain leads for new and existing events & business support programme.</p> <p>Effectively segment the audience for all your campaigns to maximize the campaign's impact.</p> <p>Enforce effective data segmentation protocols to align with GDPR requirements.</p>	<p>Data protection compliance</p> <p>Increase Newable Database audience</p>
Brand compliance	<p>Ensure all your campaigns and marketing assets meet the brand and tone requirements set by the programme funders and align with Newable brand and identity guidelines.</p>	High customer satisfaction
Ask Why?	<p>Question the status quo of all Event and Live Marketing Team client campaigns.</p> <p>Support the development of an inquisitive and unassuming culture across the Event and Live Marketing team.</p>	Always Improve
Other	<p>Flexibility is required to meet the needs of the Events and Live Marketing team i.e. providing onsite support at events when required.</p>	Business efficiency

Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Campaign Strategy & Activation • Project Management • Social Media Ads & PPC • Brand Management • Digital Campaigns • Email Marketing • Designing Landing Pages and graphics • Copywriting • Proofreading & Editing • Time Management & Multitasking • Communications (written and verbal) 	<ul style="list-style-type: none"> • Partnership Management • Graphic Design • PR • Pitching Ideas and Strategies
Qualities	<ul style="list-style-type: none"> • Excellent problem solver, owns projects start to finish • High level of attention to detail • Confident in dealing with a wide range of stakeholders and clients • Highly organized • Excellent communication skills • Pro-active, able to show initiative, innovation and flexibility • Analytical mindset • Team player who actively contributes to a positive team culture • Robust and resilient 	<ul style="list-style-type: none"> • Entrepreneurial mindset • Great at identifying opportunities and areas for growth • Creative with an eye for design
Knowledge and Experience	<ul style="list-style-type: none"> • 3+ years' B2B marketing and communications experience • 2+ years experience and proven track record running high converting social media and PPC campaigns • 2+ years experience designing and launching campaigns for new products & services • Experience using CRM and marketing automation systems • Experience promoting B2B events • Advanced Email Marketing • Advanced Microsoft Office (Word, Excel, PPT) • Design skills 	<ul style="list-style-type: none"> • Marketing to SMEs • SEO/SEM • Salesforce and Pardot • Canva and Indesign • Hootsuite • Basic understanding of HTML
Qualifications	<ul style="list-style-type: none"> • Marketing qualification or equivalent 	<ul style="list-style-type: none"> • Bachelor's degree in Business, Marketing, Event Management

Conditions and Remuneration

Starting salary	£35,000
Benefits	Newable Benefits Package
Hours	Full time - Monday to Friday, 9.30am to 5.30pm
Location	140 Aldersgate Street, 6th Floor, London EC1A 4HY or Unit 10 Fulcrum 2 Solent Way, Whiteley, Hampshire 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.