

EVENTS MARKETING MANAGER

JOB DESCRIPTION

Context

With over 50 years of experience, this is the UK's most effective and influential business organisation. It provides its members with the influence, insight and access they need to plan with confidence and grow.

"It is our purpose to help businesses, create a more prosperous society."

Speaking for some 190,000 businesses that between them employ about one-third of the private sector workforce, the members include FTSE 100 and FTSE 250 groups, mid-cap companies, small and medium sized enterprises, micro businesses, private and family owned businesses, start-ups, and trade associations.

The Role

This is an exciting opportunity to be part of the Marketing Operations team. The role holder is tasked with delivering the events marketing strategy, a core component of the CBI's membership offer. This will involve

- Leading events marketing efforts across a number of key commercial events, you'll develop, own and deliver the appropriate marketing plans
- Shape the broader events marketing strategy (eg systems, channels, partnerships, best practice), working with a variety of colleagues to develop the very best experience for our customers.

The role sits within the Marketing Operations team, reporting into the Marketing Communications Manager and working closely with the events team.

Key responsibilities

- Lead marketing planning and delivery for headline corporate/commercial events including CBI Annual Conference and CBI Annual Dinner
- Drive the adoption of new marketing methods and technologies, generating the best possible marketing return and customer experience
- Track the success of our events marketing efforts, reporting on key statistics including commercial returns and customer feedback, driving data-driven enhancements
- Provide guidance to fellow marketing and non-marketing colleagues for their commercial and non-commercial events, embedding good practice and processes across CBI
- Manage events marketing plans and budgets for your projects, working with colleagues to produce clear event briefs, goals and responsibilities from the outset
- Work with stakeholders (eg design, policy, events teams) to generate compelling events marketing concepts, messaging and outputs
- Proactive member of broader events project team, providing ideas and feedback beyond marketing elements of project
- Coordinate the production of events marketing collateral
- Write compelling copy for all promotional materials
- Build and manage highly targeted events marketing lists
- Work with project teams to design best-in-class delegate journeys, from making bookings to at-event experience
- Leverage systems and drive their development to deliver against goals eg CRM, events booking system, marketing automation
- Provide project teams with regular status updates eg booking numbers, trends and next steps
- Produce post-event reports capturing key marketing statistics and lessons
- Ensure partner agreements, eg branding requirements, are accurately managed across all event bookings

- Support broader team marketing objectives, development and relevant initiatives
- Work with regional colleagues to drive best practice event marketing across our regional offices.

Knowledge & Experience

What an individual must know or understand to be able to fulfil the role's requirements

Essential

- You'll have strong experience (3+ years) of managing the marketing for a variety of B2B events, in particular larger conferences
- A strong understanding of marketing fundamentals, while up to speed with the latest marketing trends and ideas
- Experience of CRM, email, web and social
- Commercially-minded, with budget management skills and a focus on delivering positive returns
- Interested in current affairs, including business and politics
- Experience managing complex stakeholders, such as senior execs and sponsors

Desirable

- Experience using digital channels to drive event bookings
- Specific experience dealing with C-suite audiences
- CIM / IDM qualification

Skills

The practical actions required to be able to fulfil the role's requirements

Essential

- Superb project management skills – with experience managing complex projects with multiple stakeholders
- Email marketing experience – must be comfortable with email marketing systems and the data management side of email marketing
- Great copywriting skills
- First rate communication skills; clear and concise with a focus on customers and outcomes
- Advanced MS Office suite (Excel, Word, PowerPoint)

Desirable

- Marketing automation – using tools such as Eloqua to automate the event marketing & booking process

Behaviours

The behaviours and characteristics required to be able to fulfil the role's requirements

Essential:

- Approachable, friendly and knowledgeable
- Clear and consistent communication
- Proactive, best-practice advocate, across brand / digital and comms
- Great attention to detail – focusing on the little things that matter and keeping standards high
- Not afraid to question

- Confident to manage upwards

Desirable:

- Able to influence colleagues across the business
- Able to identify process improvements and influence change in others
- Analytical and data-driven
- Tech-savvy and confident with new systems and technologies

Structure

