

## Job description

<b>Job title</b>	<b>Events Marketing Manager</b>
<b>Division</b>	Marketing and Communications
<b>Grade</b>	B1
<b>Reports to</b>	Head of Marketing and Communications
<b>Direct reports and team</b>	2
<b>Overall purpose of the role</b>	<ul style="list-style-type: none"> <li>To increase attendance at Bioscientifica-managed events.</li> <li>To raise the profile of Bioscientifica's event management services</li> </ul>
<b>Key objectives</b>	<ul style="list-style-type: none"> <li>Ensure that Bioscientifica's event marketing services are high-quality and competitively positioned against our competitors.</li> <li>Lead on the marketing of Bioscientifica's owned events portfolio to maximise delegate attendance.</li> <li>Maximise the profitability of Bioscientifica's event marketing services.</li> </ul>
<b>Date</b>	March 2023

<b>Key responsibilities</b>		<b>% of time</b>
<b>Strategic</b>	<ul style="list-style-type: none"> <li>Lead on the marketing of Bioscientifica's owned events, ensuring that the events are effectively branded, positioned, and promoted to maximise delegate attendance and sponsor revenue.</li> <li>Input into strategy for raising the profile of Bioscientifica's event services.</li> <li>Review and improve on the profitability of Bioscientifica's event marketing packages. <ul style="list-style-type: none"> <li>Monitor the time spent on event marketing and ensure that this is accounted for in the cost of the packages.</li> <li>Scope out opportunities for additional event marketing services, ensuring that Bioscientifica's offering keeps pace with our competition.</li> </ul> </li> <li>Develop a high level of knowledge about the events industry, ensuring that the company is following the latest best practice in events marketing.</li> </ul>	30%

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<b>Operational</b>	<ul style="list-style-type: none"> <li>• Maintain an up-to-date cross-client schedule of event marketing activity throughout the year, with a plan to stagger tasks to minimise pinch points.</li> <li>• Where possible, ensure that Bioscientifica-branded collateral is visible at the events that we manage (pens in delegate bags, adverts in programme books etc.), to raise awareness of our event services.</li> <li>• Write effective copy for use in marketing communications.</li> <li>• Work Head of Marketing and Communications and Head of Events to ensure that Bioscientifica’s delegate and sponsor data is GDPR-compliant.</li> </ul>	40%
<b>People</b>	<ul style="list-style-type: none"> <li>• Manage and motivate the Events Marketing Executives so that they are fully effective in their roles and that plans are carried out to a high standard.</li> <li>• As appropriate, recruit, develop and appraise staff.</li> <li>• Develop strong working relationships with internal teams, particularly with Events.</li> </ul>	15%
<b>Research</b>	<ul style="list-style-type: none"> <li>• Plan and oversee research on events and sponsorship to add market insight, including:             <ul style="list-style-type: none"> <li>○ Competitor analysis</li> <li>○ Market size and segmentation</li> <li>○ Market growth areas</li> <li>○ New trends in the events industries.</li> </ul> </li> </ul>	10%
<b>Financial</b>	<ul style="list-style-type: none"> <li>• Agree and monitor marketing budgets, input to forecasts for internal and external stakeholders.</li> <li>• Track marketing expenditure and produce regular reporting to ensure that overall expenditure does not exceed budget.</li> </ul>	5%

<b>Skills and experience</b>	
<b>Technical skills</b>	<ul style="list-style-type: none"> <li>• Awareness of marketing principles and how to apply them day-to-day</li> <li>• Ability to horizon-scan and spot new business opportunities</li> <li>• Excellent copywriting skills</li> <li>• A strong eye for design</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of marketing in the events industry (preferred)</li> <li>• Line management experience (preferred)</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Commercially minded and results driven — looks to evaluate and improve effectiveness of marketing activities in order to meet targets</li> <li>• Calm and organised and able to effectively prioritise tasks.</li> <li>• Demonstrates exceptional customer service with a ‘can do’ attitude, but also an ability to say ‘no’ to clients, when required.</li> <li>• Ability to work effectively with internal teams, and value their contributions, to achieve individual, team and business-wide goals.</li> </ul>
<b>Other relevant requirements</b>	<ul style="list-style-type: none"> <li>• Willingness to travel – UK and internationally</li> <li>• CIM level 6 qualification (or higher), or equivalent industry experience</li> </ul>

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