

Job description

Job title:	Events Marketing Executive
Division:	Marketing and Communications
Grade:	A3
Reports to:	Events Marketing Manager
Overall purpose of role:	To increase attendance at Bioscientifica-managed events through effective evidence-based marketing
Key objectives:	<ul style="list-style-type: none"> Plan and implement marketing campaigns to increase delegate attendance. Increase the profile of Bioscientifica's event management services.
Date:	March 2023

Responsibilities

Key responsibilities		% of time
Strategic:	<ul style="list-style-type: none"> Set objectives for campaigns, measure campaign ROI, and use this insight to improve marketing tactics Understand each client's objectives and develop campaigns that align with these. Be aware of which Marketing package a client has agreed to, identify opportunities for upsell of our marketing service. Develop knowledge of the events industry and best practice in events marketing. 	10%
Operational:	<ul style="list-style-type: none"> Develop and implement marketing schedules for events to increase delegate attendance <ul style="list-style-type: none"> Set evidence-based campaign targets. Choose appropriate marketing channels. Segment communications to target specific audiences. Write engaging copy. Report on campaign results. Oversee the design and production of event marketing materials to ensure they conform to clients' brand guidelines Attend events and undertake pre-event site visits to coordinate on-site marketing activities Develop and deploy post-event surveys to delegates and interpret results. Monitor client inboxes for marketing-related communications and ensure all client service-level agreements are adhered to Ensure that Bioscientifica-branded collateral is visible at the events that we manage (pens in delegate bags, adverts in 	75%

	<p>programme books etc.), to raise awareness of our event services</p> <ul style="list-style-type: none"> • Manage Bioscientifica's Twitter account during events to raise awareness of our events service 	
Financial:	Track event marketing expenditure for each client and ensure that overall expenditure does not exceed budget	5%
People:	<ul style="list-style-type: none"> • Develop strong working relationships with events team. 	10%

Person specification

Skills and experience	
Technical skills:	<ul style="list-style-type: none"> • Awareness of marketing principles and how to apply them • Excellent copywriting skills • A strong eye for design • Good working knowledge of email marketing systems and Microsoft Excel • Ability to effectively manipulate and interpret data to create clear concise reports
Experience:	<ul style="list-style-type: none"> • Experience of events marketing is preferable, but not essential.
Behavioural competencies:	<ul style="list-style-type: none"> • Ability to work well in a busy environment and act calmly under pressure • Commercially minded and results driven — looks to evaluate and improve effectiveness of marketing activities in order to meet targets • Demonstrates exceptional customer service with a 'can do' attitude, but also an ability to say 'no' to clients, when required. • Ability to build strong working relationships with internal and external stakeholders
Other relevant requirements:	<ul style="list-style-type: none"> • Excellent spoken and written English • Willingness to travel in UK and internationally • Holds a valid Passport