**Job Description**

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| Job title: | Events and Marketing Executive  |
| Reporting to: | Emilly Costigan (Digital Performance Manager) |
| Location: | EC4N 5AU |
| Hours of work: | 9am – 5:30pm, Monday-Friday |
| Date: | September 2018 |

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| Overview |
| **The Company** InternetRetailing Media Services Ltd. is a B2B market-leading media company for ecommerce and multichannel retailers in the UK, EU and beyond. Working across three recognisable industry brands (InternetRetailing, eDelivery and Tamebay), we specialise in generating original and engaging long-form content which provides insight into the dynamic world of multichannel and online retail. Readers of our content range from senior-level professionals in world-renowned companies to those just starting out with their own online marketplace business.**The Person** The role would suit an ambitious and highly-organised individual with a commercial spark. They will be expected to execute our campaigns efficiently with a strong eye on performance and continually strive to improve our offerings. They will be a strong communicator and feel at ease talking to both clients and members of staff. They should be a natural when it comes to problem-solving and enjoy working in a challenging and fast-paced working environment. **Why work for us?** Our culture is friendly and professional. We invest in new skills for our employees and support their personal development. We reward hard work and recognise excellence. Our benefit programme rewards and incentivises our employees, we socialise regularly, including company-funded events and encourage charitable activities too. **Key Performance Indicators** * Own the events and marketing campaigns to ensure they hit target and exceed expectations.
* Maintain and contribute to building the RetailCraft (event) membership group.
* Report weekly on campaign performance – note and action the way we can improve packages and processes to ensure clients receive ROI.
* Improve internal processes to deliver marketing campaigns and events efficiently.
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| Role and Responsibilities |
| * With the Sales team, conduct effective briefing calls with clients to understand their requirements and manage expectations, resulting in a briefing document to share with the relevant teams/individuals.
* Source and book event venues, liaise with venue on timings, menus and other ad-hoc requests.
* Build event segments in the CRM (Hubspot).
* Work with the wider team to draw up a strategy for the invitation process.
* Deliver update reports on all events as required and deliver actions if needed notifying key stakeholders on the status of event attendees.
* Maintain effective communication with attendees, e.g. confirmation emails, dietary requirements etc, ensuring they are informed and updated at all times.

**Client Campaigns*** Set up briefing calls with each client to understand requirements and manage expectations.
* Create a marketing plan for each campaign that includes; solus email dates, digital assets, social media.
* Monitor with the support of the Campaign Manager the performance of each campaign, i.e. webinar registrations, whitepaper downloads, flagging areas that may be a cause for concern.
* Complete a weekly data report on campaign performance with assistance from the Campaign Manager.
* Ensure all aspects are delivered on time and communicate any issues that may arise with the relevant Account Managers and also with each client.
* Plan, execute and market white papers, successfully achieving client objectives.

**Email Marketing** * Responsible for monitoring and maintaining the email schedule.
* Copywriting for all emails across InternetRetailing, eDelivery and Tamebay.
* Approval of all emails (c. 30 per month) with the support of the Digital Performance Manager.

**Social Media** * Weekly LinkedIn announcements to InternetRetailing, eDelivery and Tamebay.
* Social posts on LinkedIn and Twitter - as per marketing plans.
* Weekly posts on meet up groups.
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| **Competencies** |
| To succeed in this role you will:* Lead projects and work independently but also work effectively within a team.
* Have excellent attention to detail, grammar and copywriting skills
* Demonstrate a positive, can-do attitude**.**
* Manage your time effectively.
* Communicate clearly and effectively.

The following skills are essential:* Experience working on small-scale events (ideally roundtables, dinners and conferences).
* Process-driven and highly organised.
* Strong verbal and written communication skills.
* Experience working with email marketing systems and email service provider(s).
* Experience working with a CMS and CRM.
* Experience working with Google Analytics.

**Qualifications**You will preferably have a degree (or equivalent) in business, marketing, media, or related subjects, although not essential for the right person.  |