

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Events Marketing Manager
Reports to:	Head of Events & Partnerships	Location:	London
Department:	Events (Support and Operations)	Job Family:	Team Leader & Specialist

SECTION 2

DEPARTMENT STRUCTURE

Please see Appendix A attached.

SECTION 3

OVERALL JOB PURPOSE

To create, develop, implement and monitor strategic event marketing campaigns and initiatives for the different business areas.

To ensure excellent customer service and quality delivery is always maintained for all stakeholders.

Supporting with event operations and sharing skills and knowledge with the events team.

SIZE/DIMENSIONS

Budget: Contributes to budgetary control/planning for all event marketing.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

Event marketing strategy

- Create and develop event marketing campaigns in line with the strategic objectives, using appropriate channels, to generate paid and free delegate registrations.
- That will include:
 - Developing business opportunities with partners
 - Generate quality leads and build events database
 - Implementing event marketing plans in collaboration with project team members from across the Institute
 - Design and execute campaigns
 - Project managing the creation and publication of all event marketing in collaboration with our in-house design team ensuring that our materials make the right impact and are high quality
 - Participating in regular planning meetings
 - Co-ordinating event marketing campaigns with wider marketing objectives.
- Work with Head of Events and Events Manager to establish best practice and develop a plan for effective use of digital marketing including social media for advertising and promoting events and reporting how this is measured for success.
- Manage the events section of our website.
- Developing, delivering and tracking of event marketing campaigns to demonstrate KPI'S and success of ROI/ROO.
- Monitoring and reporting on competitor activity.

Developing creative content, tailored for different audiences

- Creative copy writing for campaigns, web, social media and content marketing.
- Writing, scheduling and sending emailing campaigns.

Data management

- Data management: segmenting and analysing for campaigns activity.
- Building our data asset and cleansing of data whilst maintaining GDPR compliance.
- Managing and improving new customer/delegate data to maximise the generation of new prospects and relationship opportunities for our sales team.

General responsibilities

- Take an active role in ensuring all communications are effective and meet our own corporate strategy and branding guidelines, to include websites, email promotions and social media.
- Adhere to budgets and ensure any event marketing costs are managed effectively and tracking budget activity.
- Share best practice and support where required with Event operations-
- Working with the Head of Events and Events Manager in supporting and sharing knowledge with the team members and enhancing processes
- Maintain and build knowledge of events marketing, the Financial Services Industry, and The London Institute of Banking & Finance qualifications and membership offering.
- Any other duties that may be reasonably expected.

Supporting and developing staff and team

- Giving and receiving feedback from/to team members
- Giving recognition to those who help and support you

- Coaching team members to achieve

CONTACTS AND INFLUENCE EXERCISED

External

- Dealing daily with members, customers and clients, including speakers, partners and stakeholders at all levels and influencing perceptions.
- Liaising with external partners to build constructive relationships and expand our reach for each event.

Internal

- Advising, informing and supporting internal staff to develop effective relationships at all levels.
- Ability to work as part of a team and motivate others.

DECISIONS

Indicate the level which best describes the job holder’s involvement in the decision-making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	X
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee’s own work	
Has impact on department/directorate* objectives	X
Has impact on The London Institute of Banking & Finance objectives	

Examples of the decisions that are generally made by the job holder

- Proofread/edit and agree final proofs of materials
- Assess marketing options/tactics, discuss on course of action
- Ability to work independently without direct supervision
- Requirement to make sound decisions and knowing when is appropriate to refer/escalate to the line manager.

DEFINITION /CLARITY

The job holder will need to be adaptable, to meet the needs and direction of the organisation and to support all team members to meet targets and deliver excellent customer service

The job holder must be prepared to adapt to different responsibilities as the role evolves.

PERSON SPECIFICATION

Qualifications, knowledge and professional memberships	Essential / desirable?	
Degree educated or equivalent, ideally marketing relevant subject	D	
A professional qualification in marketing and evidence of CPD	E	
Minimum of 4 years' Events marketing management experience	E	
Experience of event, project and campaign marketing management	E	
Able to evidence an excellent standard of written English	E	
Editing and writing in line with Plain Language Commission guidelines	D	
Technical competencies (skills and experience)	Essential / desirable?	
Ability to negotiate and influence a range of stakeholders and engage effectively	E	
Experience of using CRM tools and marketing automation systems	E	
Experience of using various marketing platforms in delivery campaigns	E	
Hands on experience of online and offline direct marketing	E	
Excellent analytical skills, including the ability to prepare and execute direct marketing campaigns and then produce meaningful analysis, on which to base informed conclusions	E	
Excellent creative writing and communications skills particularly copywriting, proofing and experience of writing for different audiences in different mediums such as print and web	E	
Excellent IT skills to include Microsoft Office and databases.	E	
A good understanding/knowledge of the Financial Services environment	E	
Familiarity of The London Institute of Banking & Finance products, services and customers	D	
Working with social media in a corporate environment, creating social media content, planning and impact measurement.	E	
Strong project management skills	E	
Excellent attention to detail	E	
Core Competencies	Essential/ desirable?	Core for all employees
Values		
Collaboration	E	C
Adaptability	E	C
Innovation	E	C
Integrity	E	C
Support	E	C
Skills and Experience	Essential / desirable?	Core or Enhanced
Communicating effectively	E	En
Business thinking	E	C
Developing Yourself	E	En
Getting things done to achieve results	E	En
Digital Capability	E	C

The Customer Experience	E	En
Managing quality and standards	E	En
Applying judgement and taking decisions	E	C

Signed

JOB HOLDER

Date

Signed

LINE MANAGER

Date

Appendix A

