

<b>Job title:</b>	Events & Marketing Executive
<b>Department/Division</b>	Marketing & Events
<b>Responsible to:</b>	Events Manager
<b>Responsible for:</b>	N/A
<b>Salary:</b>	
<b>Main purpose of job:</b>	
<p>The purpose of the role is to work closely with the Senior Marketing and Event Executives, and other members of the Marketing and Events team, to support with the marketing and delivery of the membership events calendar across the Greater Birmingham Chambers. This includes assisting with the management of large scale events, and the planning and delivery of small scale member events. Your goal will be to ensure high member attendance and satisfaction at events as part of the member retention strategy. You will also undertake a variety of administration tasks pertaining to events and marketing, and provide social media and graphic design support.</p>	
<b>Key result areas:</b>	
<p>The main duties and responsibilities of the role are:</p> <ul style="list-style-type: none"> <li>• To support the group wide membership events calendar, including operational and marketing activity</li> <li>• Working closely with specific Divisional Leads across the group, the role requires the Marketing and Events Executive to be the operational lead for member events, including venue sourcing, set up, production of delegate details, event booking and registration, event invoicing, on-going internal events communications and on the day event management</li> <li>• To support the Senior Marketing &amp; Event Executives with the promotion and delivery of large scale events including awards ceremonies, expos and festivals</li> <li>• To support the management of marketing campaigns related to member events, including: <ul style="list-style-type: none"> <li>• Liaising with designers and agencies</li> <li>• Creating marketing schedules for internal stakeholder approval</li> <li>• Social media communications</li> <li>• Email marketing campaigns</li> <li>• Creating engaging content for regular newsletters</li> <li>• Development of digital assets and marketing collateral</li> </ul> </li> <li>• Adhere to the member events budget set</li> <li>• To take on additional marketing tasks (events or non-events related) as required</li> <li>• To be a brand ambassador throughout the Chamber and ensure that all department communications adhere to GBCC brand guidelines.</li> </ul>	
<b>Other:</b>	
<p><b>Health and Safety</b> To comply with the Health and Safety at Work etc. Act 1974 and to take responsibility for their own health and safety and that of other persons who may be affected by their own acts or omissions.</p> <p><b>Equality and Diversity</b> To always carry out their responsibilities in line with Equal Opportunities Policy and Procedure.</p>	

**Confidentiality**

To maintain confidentiality of information relating to clients, staff, and other users of the services in accordance with the Data Protection Act 2018 and GDPR regulations including outside of the work environment. Any breach of confidentiality may render an individual liable for dismissal and/ or prosecution.

**General**

This job description is not intended to be exhaustive. You may be required to perform any other duties as the organisation may require. You undertake to work to the best of your ability and use your best endeavours to promote, develop and extend the employer's organisation and interests.

**Conditions**

All offers of employment are conditional on you demonstrating your eligibility to work in the UK. Offers are also conditional on receipt of a minimum of two satisfactory references, covering at least the last three years on employment, with any gaps in employment history being explained satisfactorily. Whether references are deemed satisfactory is at the discretion of the organisation.

**Knowledge, skills & experience (person specification)**

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education</b>	- GCSEs at grade 9 to 4/A* to C in English and Maths	-
<b>Knowledge required</b>	-	-
<b>Experience required</b>	- Demonstrable experience in event planning and delivery - Demonstrable experience in marketing, particularly social media marketing	- Experience of building and sending html marketing emails from an email service provider  - Experience of marketing to a B2B audience
<b>Skills and aptitude required</b>	- Excellent communication and presentation skills - Strong written and verbal communication skills - Good planning, organisation and interpersonal skills - Proficient user of Microsoft Office applications and other system applications - Effective time management skills and the ability to work unsupervised and proactively	- Proficient user of graphic design and video editing tools including Canva, Photoshop, Capcut or similar
<b>Personal qualities</b>	- A professional, result orientated, mature and adaptable approach - Willing to work as part of a team	- A passion for marketing and digital channels

<b>Practical circumstances</b>	- Willing to work evenings and early mornings, approx. 3-6 times per month, for which Time Of In Lieu will be given	- A full, current driving license would be advantageous
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**Please note that all applicants must have the right to work in the UK.**

**Declaration:**

**Completed by:**

Manager name:	Marcella Meehan		
Signature:	MFR Meehan	Date:	12/3/2026

Staff member name:			
Signature:		Date:	