

Job title:	Senior Events & Marketing Executive
Department/Division	Marketing, Digital & Events
Responsible to:	Events Manager
Responsible for:	N/A
Salary:	N/A
Main purpose of job:	
Working closely with the Events Manager and the Head of Marketing, Digital & Events, the role will be to lead the marketing and delivery of the membership events calendar across the Greater Birmingham Chambers and plan and execute marketing campaigns across the Chamber. Your goal will be to ensure high member attendance and satisfaction at events as part of the member retention strategy and overall through both marketing and events support the commercial objectives and priorities of the Chamber.	
Key result areas:	
The main duties and responsibilities of the role are: • To manage the group wide membership events calendar including operational and marketing activity. • Working closely with Divisional leads across the group, the role requires the Senior Events & Marketing Executive to be the operational lead for member events including venue sourcing where required, venue set-up, production of delegate details, event booking and registration, event invoicing, on-going internal events communications and on the day event management. • To lead the planning and delivery of large-scale flagship events, managing multiple workstreams and suppliers, whilst delivering against budget • To manage event marketing campaigns from campaign planning, design and creative, execution of the campaign and analysis of the results to determine ROI/success. • To work closely with the Digital Marketing Manager on campaign analysis and customer insight to determine best practice, primarily for event marketing, and ensure that marketing resource and digital inventory is maximised across the organisation • Adhere to the member events budget • To support Divisional Leads to develop engaging event content and continuously improve events • To take on additional marketing tasks as required. • To be a brand ambassador throughout the Chamber and ensure that all department communications are adhering to GBCC brand guidelines. The varied nature of the role requires the individual to build strong relationships with all departments within the GBCC, including those not based at the central Birmingham office. It will also be important to build good relationships and communicate effectively with other members of the Marketing, Digital & Events department, including taking on ad-hoc tasks to support other members of the team as required, to ensure that the department is operating at its optimum at all times.	
Other:	
Health and Safety 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. Equality and Diversity To always carry out their responsibilities in line with Equal Opportunities Policy and Procedure.	

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)

Requirement	Essential	Desirable
Education	- GCSEs at grade 9 to 4/A* to C in English and Maths	- A diploma, NVQ or degree in events management or working towards.
Knowledge required	- A knowledge and understanding of event planning processes	- A knowledge and understanding of local business needs - Event health and safety
Experience required	- Minimum of 3 years' experience in marketing and events - Experience of planning and delivering engaging and high-value events - Experience of working with multiple stakeholders	- Experience of building and sending html marketing emails from an email service provider - Experience of marketing to a B2B audience
Skills and aptitude required	- Excellent communication and presentation skills - Effective time management skills and the ability to work unsupervised and proactively - Ability to work effectively in a team - Proficient skills in Microsoft Office - Excellent oral and written skills	

Personal qualities	- A professional, result orientated, mature and adaptable approach - An interest in event processes and trends and/or digital marketing and data segmentation methods	- A passion for event delivery and continuous improvement - A passion for marketing and digital channels
Practical circumstances		- A full driving licence would be advantageous.
Please note that all applicants must have the right to work in the UK.		

Declaration:

Completed by:

Manager name:			
Signature:		Date:	

Staff member name:			
Signature:		Date:	