

JOB DESCRIPTION

1. JOB TITLE:

Senior Marketing and Events Executive

Department/Division:

Marketing & Events (part of the Commercial team)

2. REPORTING RELATIONSHIPS:

Responsible to:

Head of Marketing and Events

Responsible For: (No. & Job Title:)

3. MAIN PURPOSE OF JOB:

The purpose of the role is to work closely with the Head of Marketing and Events and other members of the marketing and events team, 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.

4. KEY RESULT AREAS:

- To manage the group-wide membership events calendar including operational and marketing activity.
- Working closely with specific Divisional leads across the group, the role requires the Senior 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.
- To undertake post-event analysis and evaluation to ensure consistent high quality event delivery
- To manage marketing campaigns from campaign planning to delivery, including liaising with designers to develop creative concepts, execution of the campaign and analysis of the results to determine ROI/success.
- Adhere to the member events budget.
- To take on additional marketing tasks (events or non-events related) as required.
- To be a brand ambassador throughout the Chamber and ensure that all department communications are adhering to GBCC brand guidelines.

5. KNOWLEDGE, SKILLS & EXPERIENCE:

Essential Skills;

- Minimum of three years' experience in marketing and events
- Excellent communication and presentation skills
- A knowledge and understanding of local business needs
- Strong written and verbal communication skills
- Effective time management skills and the ability to work unsupervised and proactively
- A professional, result orientated, mature and adaptable approach

- Negotiating skills and the ability to influence decision making
- Proficient user of Microsoft Office applications and other system applications
- A full current driving license would be advantageous

Desirable:

- Experience of building and sending html marketing emails from an email service provider
- A passion for marketing and digital channels
- Experience of marketing to a B2B audience
- A CIM qualification or willingness to work towards