

Green Power Conferences - Marketing Assistant



The role:

The Marketing Assistant will be expected, with training and support, to plan, budget and implement the marketing strategy and deliverables for a portfolio of B2B conferences and training courses, working closely with the events team and the sales team to ensure each event is a commercial success.

Full training will be provided, including: direct marketing principles and practice, database marketing, email marketing, search engine marketing, SEO, PPC, social media (linkedin, twitter and others), media partnerships, online marketing, stakeholder marketing, PR and press campaigns, industry research, campaign budgeting, design, copy/creative writing, performance, testing and analysis.

Key responsibilities:

- Produce budgets and realistic, but creative marketing plans for a portfolio of events
- Manage and implement the marketing deliverables according to the plans
- Measure response, perform tests and adjust accordingly
- Maintain campaign budgets
- Make innovative use of marketing channels: testing and measuring, trying new channels
- Build the marketing database
- Work with designers to produce effective marketing collateral
- Write appealing marketing copy
- Work with event supporters, stake holders and media partners to access new data and marketing channels
- Work with the researchers and event teams to ensure the products meet the needs of our existing customers and the marketplace

Requirements:

- Bright and hard working
- Career focused
- Fresh ideas and an imaginative approach
- Ability to work well within a commercial, team environment
- Excellent IT skills

The candidate will be expected to negotiate with external suppliers, media partners and stake holders. Confidence and the ability to deal with senior level business people is a must.

Desirable but not essential:

- Additional languages
- Professional marketing qualification such as IDM or CIM, or marketing degree
- Experience in the sustainability and green energy sectors
- Experience using marketing and CRM databases

Benefits:

This is an ideal opportunity to join an exciting company, in a developing market, during a period of strong growth. The Marketing Assistant will be given plenty of responsibility and the opportunity to take ownership of their product portfolio, but there is also ample support within this close and professional team.

Training is provided, career development encouraged, work-life balance is valued and flexible working is accommodated.

Applications:

Please send your CV and a covering email to recruitment@greenpowerconferences.com
FAO: Laura Proctor, Marketing Manager

About Green Power Conferences:

Established in 2003, Green Power Conferences was the first to offer professionally organised events focusing on the sustainability sector. Over the last seven years, we have welcomed over 15000 delegates from 138 countries and built a global database of 900,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike.

Each event is developed by a team of market research professionals who ensure our events provide in-depth discussions and the latest industry updates in these fast-moving sectors. With a global portfolio of 40+ events, Green Power Conferences is helping to accelerate the uptake of sustainable business practices from Rio to Hong Kong. We also walk the talk, by offsetting all our commercial activities through renewable energy projects around the world.

Green Power Conferences is a commercial B2B conference organiser, operating in the sustainability sector.

www.greenpowerconferences.com