

Green Power Conferences Marketing Executive



The role:

Reporting to the Marketing Manager; the Marketing Executive will be expected to plan, budget and implement the marketing strategy for 8 events throughout the year: A typical Green Power Conference attracts between 80-150 senior level, fee paying delegates and will have some sponsorship or an exhibition alongside.

The Marketing Executive will be responsible for marketing strategy and deliverables for each event, working closely with the events team and the sponsorship and exhibition sales (SPEX) team to ensure each event is a commercial success.

The candidate must be analytical, understand and value marketing databases, spend a lot of time performing customer and performance analysis and be good with Excel. They must also be innovative, creative, and highly commercial.

Green Power Conferences is a fast growing, successful company with an excellent workforce operating in an exciting market. Our people have a great deal of responsibility and direct involvement in their products – we employ the best and they are rewarded with training, profit share and career building experience: If you do not consider yourself the best event marketer at your level: you need not apply.

Key responsibilities:

- Work with the research team to gain a comprehensive understanding of the target audience/prospects for your products
- Create a marketing universe for each product by mining the database, performing gap analysis, researching new lists and designing strategies/solutions where gaps exist
- Work directly with the SPEX sales and delegate sales teams to generate sales leads through targeted marketing campaigns
- Build relationships with event supporters, stake holders and media partners to access new data and marketing channels
- Produce realistic, budgeted but creative marketing plans to deliver paying delegates and profit for your events, including use of social media and PR
- Manage and implement the marketing deliverables according to the plans
- Measure response, perform tests and adjust accordingly
- Report key performance figures to the management team
- Develop the portfolio of products and Identify new business opportunities
- Produce Excellent copy, proof-read to a high standard and work with the team to produce excellent marketing collateral

Requirements:

- 2/3 years marketing experience within a commercial, B2B fee-based conference company
- Clear understanding of Direct Marketing principles and practice
- Excellent online marketing, social media marketing, SEO, PPC and a demonstrable understanding of current website technology
- Full understanding of the comparative strengths, weakness and opportunities represented by each of the most commonly used direct marketing media
- Good IT skills, in particular; Excel and email marketing platforms
- Experience of, and a good understanding of marketing/CRM databases

- Experience working with Sponsorship/exhibition sales teams
- Experience managing leads for delegate sales people (telesales)
- Ability to plan and manage integrated marketing activities across a number of products simultaneously, including managing the event budgets

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

The Package:

This is an ideal opportunity to join an exciting company, in a developing market. The Marketing Executive 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.

Salary: £ Competitive and negotiable depending on experience.

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 50+ 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 only in the sustainability sector.

www.greenpowerconferences.com