

Marketing career path

LVL1

Marketing Executive

Marketing one small show or a section of a larger show. Largely office based, you will support the Marketing team with admin, data base updates, research and list building. You will create and implement social media campaigns across all platforms, as well as copy write and proof read marketing collateral – invites, brochures, emails and website.

LVL2

Senior Marketing Executive

Build relationships and day to day liaison with creative design, research, web, registration and database management agencies.

You will assist with the PR activity, researching material for press releases, building relationships with relevant press and partners.

Take responsibility for proofreading all marketing collateral and maintaining and updating conference websites.

LVL3

Senior/Marketing Manager

Create and manage campaigns schedules, contributing to the benefit of the entire portfolio. As manager – you will organise promotional activities, ensuring they are carried out efficiently and within agreed budgets, including presence at other events.

Define success criteria in association with the Senior Manager/Event Director, and agree how they will be measured.

LVL4

Marketing Director

Responsible for the marketing of a group of shows with a number of marketing managers and executives reporting in. Responsible for bottom line, performance delivery and people development.

Key traits for marketing:

Strong writing skills, excellent project management, interpersonal skills, effective organiser, good communicator, creative, social media buff, team player, lateral thinker, able to work independently, attention to detail, numerate.