

The logo for 'The Podcast Show 2024' is displayed in white text on a solid blue rectangular background. The word 'The' is positioned above 'Podcast', and 'Show 2024' is positioned below 'Podcast'.

The Podcast Show 2024

Marketing Executive, The Podcast Show 2024

Full Time

Start date: ASAP

Application Deadline: 22nd December 2024

Salary: On Application

Event Overview:

The Podcast Show is a truly international podcast festival with the largest gathering of the podcasting community, set bang in the heart of London's buzzing media district.

With over 6000 daytime attendees from 40 international countries and over 450 speakers, the show features pop up stages, networking bars, special guest appearances, featured zones, live shows, showcases, exhibitors and a full in person conference programme in all of our theater spaces.

This is a fantastic opportunity for a skilled Exhibition Marketing Executive, focused on ticket selling and helping to further strengthen the The Podcast Show brand, to support our Marketing Director in a hugely popular and creative industry.

The Role:

In this role you will provide marketing support to our Marketing Director. You will be responsible for:

- Working with the marketing team to achieve the marketing objectives by contributing new ideas and helping to plan marketing activities
- Overseeing all marketing activity delivery plans to ensure all assets and promotional communications are delivered on time
- Assisting with content creation, including building visitor and exhibitor sales newsletters (via Mailchimp) plus, social media in support of our Social Media Manager
- Assisting with website content updates - general show, partner profiles, speaker profiles, and seminar content (management of an ASP built website desirable but not essential)
- Assisting with design asset development and ensure all are delivered on time - print, digital and social
- Assisting with marketing asset creation and distribution to show partners and speakers via Gleanin and show registration Exhibitor Hub
- Assisting with the Official Show App content management, integration and assets development with our app provider
- Assisting with the development and maintenance of our excellent relationships with exhibitors, sponsors, media partners.
- Keeping up to date on industry developments and identifying and researching new media and promotional partnership opportunities.

Requirements:

- At least 3 years experience in marketing at exhibitions, conferences and trade shows
- Experience within teams delivering successful marketing campaigns
- Experience in working with delegate and sales prospect databases
- Experience working with trade delegate and exhibitor registration systems
- Experience with CRM system, building newsletters and managing data sets
- Experience working with website CMS
- An understanding of the broadcast, audio and media sector
- Self motivated and a strong team player
- Excellent communication skills (verbal and written)

- Strong copywriting skills desirable
 - Basic graphic design skills and image editing desirable - Adobe Photoshop, Illustrator
 - Research skills
 - An understanding or passion for podcasts (not essential)
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To apply please send your CV to:

Tom Clarkson, Marketing Director
tclarkson@thepodcastshowlondon.com

We are an equal opportunity employer: qualified applicants are considered for and treated during employment without regard to race, color, creed, religion, sex, national origin, citizenship status, disability status, protected veteran status, age, marital status, sexual orientation, gender identity, genetic information, or any other characteristic protected by law.