

MARKETING MANAGER - EXHIBITIONS

Location: Borough, London SE1

Job type: Full-time, permanent

Hours: Full time (37.5 hours), fully office-based

ABOUT AKABO MEDIA

Akabo Media is a leading B2B publishing and events company serving the logistics, supply chain, transport, road user charging, robotics and automation sectors. Through its magazine, conferences, exhibitions, awards and research products, it connects senior decision-makers with high-value insight, peer learning and commercial opportunities across the UK and international markets.

THE ROLE

Our UK exhibition is now firmly established as the leading event in its sector. The next phase is ambitious:

- Scale the UK show significantly
- Double our US business
- Launch and grow new international exhibitions

We are looking for a Marketing Manager – Exhibitions to play a central role in helping us deliver that growth. This is not a brand or communications role, it is a commercial growth role. You will be responsible for driving:

- Visitor attendance
- Exhibitor enquiry, interest and ROI
- Revenue outcomes

Across a portfolio of international exhibitions. You will work with a small team, but critically, you will personally own and drive high-impact campaigns.

KEY RESPONSIBILITIES

Driving Revenue Through Marketing

- Plan and execute campaigns that directly support stand sales, rebooking and sponsorship revenue
- Ensure every campaign has a clear commercial objective and measurable outcome

Visitor & Audience Growth

- Deliver high-quality, high-intent visitor audiences at scale
- Build and execute campaigns that attract decision-makers, buyers and senior operators
- Grow and segment databases across our markets

Exhibitor Value & ROI

- Develop campaigns that help exhibitors see, feel and measure ROI
- Create pre-show and on-site engagement strategies that increase exhibitor satisfaction and rebooking

Campaign Strategy & Execution

- Own the full campaign lifecycle:
- Lead multi-channel campaigns across
- Performance & Accountability
- Own key metrics

You will be expected to report clearly and improve performance continuously

Team Leadership

- Manage and develop marketing assistants
- Set standards around pace, quality and output
- Ensure campaigns are delivered quickly, accurately and commercially

Cross-Team Collaboration

- Work closely with:
 - sales (daily alignment on revenue targets)
 - content/editorial (programme-led marketing)
 - operations (delivery and experience)

This is a highly integrated role — not a siloed one

SKILLS, EXPERIENCE & ATTRIBUTES

Experience

- At least three years plus in B2B exhibitions marketing
- Proven experience delivering measurable growth in attendance and exhibitor outcomes.

- Experience working across multiple events or international markets is a strong advantage

Mindset

- Commercially driven — understands that marketing exists to generate revenue
- Comfortable working at pace in a growing business
- Hands-on — willing to execute as well as lead
- Data-led but not slow — able to act quickly and iterate

Skills

- Strong copy and messaging — able to write campaigns that drive action
- Confident with:
 - CRM systems
 - email platforms
 - analytics and reporting tools
 - CMS/web platforms

BENEFITS

- 20 days' annual leave, rising to 25 days after one year's service, plus bank holidays
- Three paid days off over Christmas
- One paid day off for your birthday
- Private medical insurance
- Gym membership discount
- Employee assistance programme
- Group pension scheme
- Season ticket loan
- Social events
- Modern office environment close to London Bridge
- Training and development support

INTERSTED?

Please send your CV and covering letter to anneke.thomas@akabomedia.co.uk