

MARKETING MANAGER – INTRALOGISTEX EXHIBITIONS

JOB DESCRIPTION

Job type: Full time in the office (37.5 hours)

Location: Borough, SE1

ABOUT THE COMPANY

Akabo Media is a leading publishing and events company specialising in the logistics, supply chain, intralogistics, robotics, automation, and transport industries. Through our magazines, conferences, awards, and exhibitions, we deliver high-value content and create industry-leading experiences for our audiences and partners globally.

With events and operations across the UK, USA, Asia Pacific, and the Middle East, we are a business driven by growth, innovation, and ambition.

We believe in continually pushing forward — taking on new challenges, launching new products, entering new markets, and setting bigger goals. As a result, we often operate outside of our comfort zone, because we believe that is where real growth happens.

The people who thrive at Akabo Media are adaptable, commercially minded, resilient, and energised by building something bigger — not simply maintaining what already exists.

ABOUT THE ROLE

Having successfully established IntraLogisteX as one of the UK's leading logistics exhibitions, we are now accelerating our international growth, with events taking place in the UK, USA, Singapore and Abu Dhabi, and further expansion planned.

We are seeking an experienced, commercially minded Marketing Manager to lead marketing across our international exhibition portfolio. This is not a traditional brand management role; it is a commercial growth position with direct responsibility for driving visitor attendance, exhibitor ROI, audience growth and revenue performance across a portfolio of international exhibitions.

You will own both the marketing strategy and execution for some of Akabo Media's most important growth products, playing a pivotal role in delivering our ambitious international expansion plans. Combining strategic thinking with hands-on delivery, the successful candidate will be expected to lead and execute campaigns personally, driving measurable commercial outcomes and helping shape the future growth of our global events portfolio.

EVENTS UNDER YOUR RESPONSIBILITY

- **IntraLogisteX UK** - The UK's leading logistics and supply chain exhibition.
- **IntraLogisteX USA** - A rapidly growing exhibition serving the North American logistics market.
- **IntraLogisteX Singapore** - Serving the Asia-Pacific logistics and supply chain sector.
- **IntraLogisteX Abu Dhabi** - Serving the Middle East and African markets.
- **Future International Launches** - IntraLogisteX Dusseldorf

CORE TASKS

Marketing Strategy

- Develop and deliver integrated marketing strategies for each exhibition.
- Create annual marketing plans aligned with commercial and visitor growth objectives.
- Define audience segmentation, positioning, messaging and campaign schedules.
- Work closely with sales, content, operations and senior management to align marketing activity with business objectives.

Visitor Acquisition

- Deliver high-quality visitor audiences at scale.
- Build campaigns that attract senior decision-makers, buyers, operations leaders and supply chain professionals.
- Develop acquisition strategies across email, content, social media, paid media, partnerships and associations.
- Continually improve visitor conversion rates and campaign performance.

Exhibitor ROI & Retention

- Develop campaigns that maximise exhibitor engagement and satisfaction.
- Create initiatives that increase exhibitor visibility before, during and after events.
- Work closely with exhibitors and sponsors to ensure marketing activity supports commercial success.
- Contribute to exhibitor retention and rebooking strategies.

Database Growth & Audience Development

- Grow and segment databases across multiple international markets.
- Identify new audience acquisition opportunities.
- Improve data quality, engagement and audience intelligence.
- Build relationships with associations, media partners and industry influencers.

Digital Marketing & Campaign Delivery

- Lead multi-channel campaigns across:
 - Email
 - Websites
 - Social media
 - Digital advertising
 - Partnerships
 - Content marketing
 - Print and direct marketing
- Ensure campaigns are delivered on time, on budget and to a high standard.

Performance Management

- Monitor and report on:
 - Visitor registrations
 - Cost per acquisition
 - Conversion rates
 - Email performance
 - Website performance
 - Audience engagement
 - Marketing ROI
- Use data and insight to continually improve campaign effectiveness.

Team Leadership

- Manage and develop marketing executives and assistants.
- Set high standards for campaign quality, pace and execution.
- Provide coaching and support to junior team members.
- Help develop marketing best practice across the business.

Event Delivery

- Support onsite delivery of exhibitions.
- Oversee event branding, visitor communications and marketing presence.
- Lead post-event reporting and campaign analysis.
- Identify opportunities for future growth and improvement.

THE CANDIDATE

Essential Experience

- Minimum 6 years' B2B marketing experience.
- Significant experience marketing exhibitions, conferences or large-scale events.
- Proven track record of delivering visitor growth and audience acquisition campaigns.
- Experience managing multiple campaigns simultaneously.
- Experience working with CRM systems, email platforms, analytics tools and CMS platforms.
- Strong copywriting and communication skills.
- Experience managing budgets and reporting on campaign performance.
- Experience managing or mentoring junior team members.

Desirable Experience

- International marketing experience.
- Experience working within logistics, supply chain, manufacturing, technology or industrial sectors.
- Experience launching new events, products or markets.
- Experience managing agency relationships and paid media campaigns.

WHAT WE OFFER

- **20** days annual leave increasing to **25** days after one year's service.
- Plus, paid birthday off and three paid days off over Christmas.
- Free Private Medical Insurance & gym membership discounts.
- Group Pension scheme.
- Social & Company events.
- Modern office near London Bridge.
- Opportunity to travel within the UK & internationally (Miami, Brussels, Asia etc).
- Season Ticket Loan.
- Dress down Fridays.
- Training & development opportunities with money contributed towards personal development of your choice.

INTERESTED?

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