

MARKETING MANAGER – URBAN LOGISTICS, CONFERENCES AND MEDIA

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

As we continue our international expansion, we are seeking an experienced Marketing Manager to lead marketing across a diverse portfolio, including Urban Logistics, Logistics Manager, Responsible Supply Chain, Road User Charging and Aurora Insights.

This is an exciting opportunity to help build the next generation of industry-leading brands, products and communities. More than a traditional marketing position, this is a commercial growth role with a direct impact on audience development, delegate acquisition, lead generation, brand building and revenue growth.

You will be responsible for developing and executing integrated marketing strategies across exhibitions, conferences, publications, webinars and research products, driving engagement and commercial performance across the portfolio.

Combining strategic thinking with hands-on campaign execution, the successful candidate will play a central role in helping Akabo launch, grow and scale new products and communities, shaping the future of our brands as we continue to expand globally.

BRANDS UNDER YOUR RESPONSIBILITY

- **Urban Logistics** - A major new exhibition and content platform focused on last-mile delivery, urban freight, fulfilment, micro-hubs, sustainability and city logistics.
- **Logistics Manager** - The UK's leading logistics and supply chain publication.
- **Responsible Supply Chain Conference** - A fast-growing conference focused on sustainability, responsible sourcing, compliance and ESG.
- **Road User Charging Conference** - A global conference series serving the tolling, mobility and road charging sectors.
- **Aurora Insights** - Akabo Media's research, data and intelligence platform.
- **Webinars & Digital Content** - Supporting lead generation, audience engagement and commercial growth across the portfolio.

CORE TASKS

Marketing Strategy

- Develop and execute marketing strategies across all assigned brands.
- Create annual marketing plans aligned with commercial objectives.
- Build brand positioning, messaging and audience engagement strategies.
- Work closely with sales, content, editorial and leadership teams to maximise commercial performance.

Audience Growth & Community Building

- Develop year-round audience engagement programmes.
- Grow subscriber, delegate and community databases.
- Build relationships with industry associations, media partners and influencers.
- Identify and engage key target audiences across logistics, supply chain, sustainability and urban mobility sectors.

Delegate Acquisition

- Deliver delegate registration targets across conferences and webinars.
- Develop targeted campaigns to attract senior-level decision-makers.
- Build acquisition programmes across email, content, partnerships, social media and paid channels.
- Improve conversion rates and campaign performance.

Urban Logistics Launch & Growth

- Lead the marketing strategy for Urban Logistics.
- Help establish Urban Logistics as the leading industry platform for urban freight, last-mile delivery and city logistics.
- Drive exhibitor engagement, visitor acquisition and brand awareness.
- Build partnerships with industry stakeholders and associations.
- Support the commercial team in delivering exhibitor, sponsor and founding partner objectives.

Publication & Content Marketing

- Grow readership, engagement and reach across Logistics Manager and associated media brands.
- Support advertising and sponsorship revenue through audience development and lead generation.
- Work closely with editorial teams to maximise the value of content and industry insight.
- Develop content-led marketing campaigns that drive measurable audience growth.

Digital Marketing & Campaign Delivery

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

Performance & Analytics

- Monitor and report on:
 - Delegate registrations
 - Subscriber growth
 - Audience engagement
 - Lead generation
 - Campaign ROI
 - Website performance
 - Email performance
 - Conversion rates
- Use data and insight to optimise performance and improve results.

Team Leadership

- Manage and develop marketing executives and assistants.
- Set high standards around campaign quality, pace and accountability.
- Mentor junior team members and support their development.
- Promote marketing best practice throughout the business.

Event Delivery

- Support onsite delivery of conferences, exhibitions and industry events.
- Manage branding, communications and attendee experience.
- Deliver post-event reporting and recommendations.
- Help shape future event growth strategies.

THE CANDIDATE

Essential Experience

- Minimum 6 years' B2B marketing experience.
- Significant experience in conferences, exhibitions, publishing, media or events.
- Proven track record delivering audience growth and lead generation campaigns.
- Experience managing multiple brands or campaigns simultaneously.
- Strong copywriting and communication skills.
- Experience using CRM systems, email platforms, analytics tools and CMS platforms.
- Experience managing budgets and reporting on campaign performance.
- Experience managing or mentoring junior team members.

Desirable Experience

- Experience launching new products, brands or events.
- Experience within logistics, supply chain, transport, technology or sustainability sectors.
- Subscription, membership or community-building experience.
- International marketing experience.
- Experience working closely with editorial and content teams.

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