



## Job Description – Marketing Manager

About Nineteen Group [www.nineteengroup.com](http://www.nineteengroup.com)

Nineteen Group is a rapidly expanding, dynamic, and ambitious events business backed by Phoenix Equity Partners, who are actively growing and launching events throughout the pandemic. The portfolio is dedicated to protecting people, assets, and organisations serving the security, cyber-security, fire, emergency services, disaster management, health and safety, facilities management, and maintenance engineering sectors.

Nineteen creates platforms through which communities engage, innovate, and grow.

Nineteen Events have a proven track record for attracting the leading business decision-makers who attend to gain commercial insights and best practice.

Nineteen Group is located in the heart of Wimbledon, where the company is run by a team of passionate professionals who care deeply about what they do, love the excitement of events, and bring their unique personalities to work to make a difference to our customers.

As a result, Nineteen Group is constantly striving to push the boundaries with its events and deliver a rewarding experience for both exhibitors and visitors.

### ROLE:

- Overall responsibility for the marketing strategy and plans of allocated events within Nineteen Group
- Involves Marketing Executive(s) line management - plus temporary staff and external agencies when required
- Reporting to the Marketing Director and working closely with the Event Directors and Head of sales.
- Office based in Wimbledon (with some flexibility)

### RESPONSIBILITIES:

#### Marketing planning, strategy & analysis:

- Creation and delivery of the marketing plans & strategy featuring: direct mail, email, advertising, partnerships, social media, SEO, PPC, PR, and MTE (Marketing through Exhibitors)
- Management of all planned activities for the physical and digital events to budget and agreed schedules.
- Monitoring of response rates for key activity and creating action plans to maximise future results or to reduce lack of response
- Campaign creative and branding
- Providing input for reports for management including lead monitoring, google analytics, and campaign success
- To understand and ensure budget control and maintain cost trackers and be able to accurately report to senior management

#### Database & audience development:

- Developing and enhancing the visitor and exhibitor databases for all events

**Digital marketing:**

- Production, delivery, and reporting of event marketing email schedules.
- Working with external agency/consultant on paid PPC and social campaigns.
- Maximising website optimisation and google ranking
- Develop social media plan and metrics ensuring effective use of social media channels including Facebook, LinkedIn, Twitter, and exploration of future channels suitable for the events.

**Partnership development:**

- Relationship building with visitors, exhibitors, and prospects to improve market knowledge and input findings into the development of the events and communication plans
- Partnership research, outreach, acquisition, and renewals across media and associations
- Negotiating and brokering partnership deals.
- Delivery of partnership activities pre-event, onsite, and post-event.
- Development of relationships with key exhibitors identified.
- Development of relationships with key advisory board members and industry stakeholders ie: Home Office

**Advertising:**

- Production, delivery, and reporting of offline advertising.

**Direct mail & print:**

- Production and delivery of event print and digital materials, from content, proofing, design through to print and mailing, ensuring relevant sign-off and approval is met.

**Content marketing:**

- Producing and executing a content marketing schedule – ongoing management of monthly content-driven e-newsletters.
- Working with external writers/editors / Advisory Partners to produce content including articles, white papers, reports, and webinars.
- Work with advisory boards to produce content/ interviews/Testimonials to be used throughout the marketing campaigns.
- Deliver and manage any digital, virtual, or hybrid events

**Website management:**

- Copywriting and refreshing event websites.
- Ensuring websites are optimised to generate registrations and leads.
- Ensuring websites are kept fully up to date with all new content, exhibitors, and conference agendas.

**PR & media outreach:**

- Management and delivery of PR campaign working with external agencies
- Writing press releases/media advisories.
- Building a media database and attracting media attendance at the events.



**Registration:**

- To provide the brief for the registration requirements for the events
- To provide content for all emails, fast tracks, confirmations, and badges
- To work with the registration company to maximise registrations via their services such as social media integration, pre-pops, auto badging

**On-site responsibilities:**

- Visitors, exhibitors, delegates, media, and speaker interviews
- Media partners/associations delivery
- Video capture of sessions with editing for use on demand.
- Manage event research process
- Input into look and feel of events
- Manage on-site visitor flow and registration company

**ESSENTIAL SKILLS AND EXPERIENCE:**

- 4 years or more in marketing, with at least 2 years in exhibitions, events, or publishing
- Big picture thinking, adaptability, and resilience are key attributes of your character
- High competency across all forms of communication – you have excellent written communication and proof-reading skills but also you love talking on the phone and having face-to-face conversations
- Strong analytical approach to your work but balance this with creativity
- Ability to work independently with confidence to take decisions and make recommendations
- Ability to hit simultaneous deadlines and work under pressure
- Extremely well-organised and have excellent presentation skills
- Competent use of most Microsoft Office products, especially Excel, Word, and Powerpoint
- High attention to detail