



Marketing Manager | Job Description

About Nineteen Group www.nineteengroup.com

As Nineteen continues to grow we need to expand our Marketing team to create and deliver the marketing strategy and plans across our portfolio of events. These roles are key to our future success and will be allocated to specific events and communities.

Nineteen is a dynamic and rapidly expanding trade show organiser based in the centre of Wimbledon. We unite tens of thousands of people at our amazing shows, inspiring our people and communities to grow across meaningful sectors including: security, cyber, fire, safety, emergency response, retail and manufacturing. Backed by Phoenix Equity Partners, we are a successful team on an exciting journey of growth to become the UK's leading organiser.

We value our people and search for new Nineteeners who reflect our values of being kind to others, working in an agile way to reflect the fast pace at which our business operates, being driven to succeed, and knowing that the more inclusive we are, the better we are. We are a business about people, we just happen to do great events.

Nineteen embraces diversity and equal opportunity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We offer a competitive package with a range of benefits including pension, a talent share plan, volunteering leave, study support, a choice of healthcare or gym membership, professional qualification support

Could you be a Nineteener?

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 Head of Marketing and working closely with the Event Directors and Head of sales.
- Office based in Wimbledon

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

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 but not essential)
- 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
- Strong copywriter