



Marketing Executive – Commercial Vehicle Show & Bus & Coach Expo

Location: Wimbledon, London

Job Type: Full-time

Company Website: www.nineteengroup.com

About Nineteen Group

Nineteen Group is a fast-growing, dynamic, and ambitious events business, proudly backed by Phoenix Equity Partners. Throughout the pandemic, Nineteen not only sustained momentum but accelerated growth through the successful launch and development of new events.

We create vibrant platforms for professional communities to connect, innovate, and thrive. Our team in Wimbledon is passionate, creative, and driven — united by a love for events and a desire to make a tangible impact. We're not just about delivering shows; we're about shaping experiences.

Now, with the continued success of the **Commercial Vehicle Show (CV Show)** and the launch of the **Bus & Coach Expo**, we are looking for a **creative, energetic, and detail-oriented Marketing Executive** to join our team and help power the success of these landmark events.

The Role

As **Marketing Executive**, you will play a key role in shaping and delivering high-impact, multi-channel marketing campaigns to drive awareness, registrations, and exhibitor engagement across the CV Show and Bus & Coach Expo. Working closely with the Senior Marketing Executive and Marketing Director, you'll be instrumental in campaign execution, content creation, digital marketing, and stakeholder collaboration.

Key Responsibilities

Campaign Planning & Execution

- Assist in the delivery of targeted, multi-channel campaigns in line with event goals.
- Coordinate digital marketing activities such as Google Ads, display, remarketing, and social campaigns.
- Manage marketing timelines, tracking delivery against objectives, KPIs, and budgets.

Content & Creative

- Write, design, and edit compelling marketing collateral — including emails, web pages, brochures, social graphics, and ads.

- Collaborate with design and video teams to bring campaign concepts to life.
- Lead the creative voice across event communications, ensuring consistency and brand alignment.

Social Media & Community Engagement

- Create and manage content calendars for LinkedIn, TikTok, Facebook, and X (Twitter).
- Develop engaging posts and short-form videos that excite and educate our audiences.
- Foster and grow online communities around each event, driving engagement and registrations.

Website & Email Marketing

- Keep event websites up to date with relevant content, speaker updates, exhibitor lists, and SEO-friendly copy.
- Build and send email marketing campaigns using automation tools; monitor open rates, click rates, and conversion performance.
- Support the Marketing Manager with A/B testing and landing page optimisation.

Stakeholder Collaboration

- Liaise with key stakeholders including exhibitors, sponsors, partners, and internal teams.
- Deliver agreed promotional activity to partners and track results.
- Coordinate marketing toolkits and ensure all stakeholders are supported and represented.

Data, Insights & Reporting

- Analyse campaign performance, reporting on metrics and making optimisation recommendations.
- Segment databases and support lead generation strategies.
- Conduct competitor analysis and stay up to date with market trends.

Event Marketing Support

- Drive exhibitor marketing campaigns and work closely with the Sales and Operations teams.
- Manage event guide entry collection, exhibitor portal communications, and registration support.
- Attend events to support onsite marketing and gather content for post-show campaigns.

Skills & Attributes

Essential

- Excellent writing, editing, and creative copy skills.
- Strong organisational and time management abilities.
- Proactive mindset and a “can-do” attitude.
- Experience with social media management and content creation.
- Competent with Microsoft Office, especially Outlook and Excel.
- Competency in social media

Desirable

- Knowledge of Canva, Chatgpt, Capcut, Adobe Creative Suite, or similar tools.
- Experience with CRM or email marketing platforms (e.g. Mailchimp, HubSpot).
- Familiarity with website CMS platforms.
- Experience in events or B2B marketing.

What We're Looking For

You are a **creative self-starter** who thrives in a fast-paced, energetic environment. You are not afraid to try new things, love bringing ideas to the table, and want to be part of a company that supports innovation and growth. If you're passionate about events, excited by the idea of shaping campaigns for major industry shows, and love working collaboratively, we'd love to meet you.

How to Apply

Please send your CV and a short cover letter explaining why you're a great fit for the role to mlaw@nineteengroup.com

