

# Marketing Executive

MARKETING DEPARTMENT



## LOCATION

In-Office - Wimbledon, London

## TEAM REPORTING & STRUCTURE

Reporting to the Senior Marketing Executive

## ROLE OVERVIEW

Nineteen Group is seeking an experienced Marketing Executive to support the delivery of marketing campaigns across events and digital products. This hands-on role will contribute to campaign execution, digital marketing, content creation, and stakeholder support, while gaining exposure to project ownership and broader marketing strategy. It offers a strong development opportunity for an ambitious marketer looking to build core skills and progress towards a Senior Marketing Executive role.

## KEY RESPONSIBILITIES

### Campaign & Content Delivery

- Assist in planning and executing multi-channel marketing campaigns (digital, email, social media, print, PR, events)
- Support production of campaign content including newsletters, emails, graphics, and digital assets
- Monitor campaign performance, track KPIs, and provide reports

### Digital & Email Marketing

- Build and execute email campaigns using HubSpot, including segmentation, workflows, and automation
- Monitor performance metrics and provide insights to improve engagement
- Maintain subscriber lists ensuring GDPR compliance and data quality
- Support A/B testing and campaign optimization

### Social Media

- Support daily posting and scheduling across LinkedIn, Facebook, Instagram, and TikTok
- Create visual and written content in line with brand guidelines
- Assist with engagement, performance tracking, and reporting
- Source content from internal teams, partners, and events
- Support TikTok campaigns, including short-form video and trends research

### Database & Reporting

- Maintain and update CRM databases and mailing lists
- Ensure data quality, compliance, and audience segmentation
- Track campaign performance and provide analytical insights

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## Stakeholder, Partnership & PR Support

- Support partnership, sponsorship, advertising, and visitor engagement activity
- Assist with press releases, PR campaigns, and media database management
- Manage content calendars and communications scheduling

## QUALIFICATIONS & EXPERIENCE

### Essential

- 0-2 years' B2B marketing experience, ideally within events, exhibitions, or media
- Hands-on experience or strong interest in digital marketing, content creation, social media, and email campaigns
- Highly organised, with the ability to manage multiple tasks and deadlines
- Keen to learn, develop skills, and progress into a Senior Marketing Executive role
- Interested in campaign performance, reporting, and data-driven marketing

## COMPANY OVERVIEW

[www.nineteengroup.com](http://www.nineteengroup.com)

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

Headquartered in Wimbledon, London, with offices across the USA, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values - Kind, Agile, Driven, and Inclusive - because we're a culture-first organisation that puts our people first; we just happen to do great events too.

Nineteen embraces diversity and equal opportunity and is committed to building teams that represent a variety of backgrounds, perspectives and skills.

## EQUAL OPPORTUNITIES

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.