

Events Marketing Manager

The Payments Association (Part of Nineteen Group)



the payments association



LOCATION

In-person role, operating from our Monument Office

TEAM REPORTING & STRUCTURE

Reports to the Marketing Director

ROLE OVERVIEW

The Marketing Manager is responsible for developing and executing strategic, data-driven marketing campaigns that drive event registrations, attendance, engagement, sponsorship value, and revenue growth across The Payments Association's events portfolio.

This role will lead the planning and delivery of integrated marketing campaigns for our flagship events and awards programmes. Working closely with the production, membership, intelligence, and sales teams, this role will ensure all event marketing activity aligns with wider organisational objectives and delivers measurable commercial results.

The successful candidate will demonstrate strong initiative, excellent communication skills, commercial awareness, and the ability to thrive in a fast-paced environment while managing multiple campaigns, deadlines, and stakeholders.

KEY RESPONSIBILITIES

Event Marketing Strategy & Campaign Management

- Develop and deliver innovative, multi-channel marketing campaigns that drive event registrations, attendance, engagement, and revenue.
- Create and execute event marketing strategies across conferences and exhibitions including new launches at scale.
- Manage the end-to-end delivery of event marketing campaigns across email, website, social media, digital advertising, content marketing, and partner channels.
- Support the promotion of flagship events including PAY360 and the PAY360 Awards, ensuring attendance and revenue targets are achieved.
- Identify and implement new marketing opportunities, channels, and technologies to enhance event performance and audience growth.

Audience Development & Engagement

- Work closely with the Events team to develop compelling event positioning, messaging, and attendee acquisition strategies.
- Develop audience acquisition plans that target prospective attendees, speakers, sponsors, and industry influencers.
- Manage event registration campaigns, monitoring performance and optimising conversion rates throughout the event lifecycle.
- Create and oversee event communication journeys, including launch campaigns, attendee nurturing, speaker announcements, event updates, and post-event engagement.

Content & Digital Marketing

- Maintain and update event pages on the website with accurate, engaging, and conversion-focused content.
- Develop marketing content including email campaigns, landing pages, social media content, advertising copy, event brochures, and promotional materials.

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Sponsorship & Stakeholder Management

- Collaborate with the marketing services team to maximise sponsor visibility and deliver marketing benefits for event partners and exhibitors.

Marketing Technology & Campaign Operations

- Manage and optimise HubSpot to support campaign automation, lead generation, audience segmentation, registration tracking, and reporting.

Performance Analysis & Reporting

- Analyse campaign performance and attendee behaviour to identify opportunities for optimisation and increased ROI.
- Track and report on key event metrics including registrations, attendance, engagement, revenue, conversion rates, and campaign effectiveness.

Budget Management

- Support budget planning and management, ensuring marketing spend is allocated effectively to achieve event objectives.

QUALIFICATIONS & EXPERIENCE

Essential

- Strong understanding of event marketing, attendee acquisition strategies, and event registration funnels, including conversion optimisation, audience segmentation, and customer journey mapping.
- Experience delivering multi-channel marketing campaigns using digital marketing technologies including email marketing, marketing automation, PPC, social media, analytics, and CMS platforms.
- Experience using marketing automation and CRM systems, particularly HubSpot, alongside website CMS and event management platforms.
- Strong analytical skills with the ability to interpret campaign data, identify opportunities for optimisation, and report on performance.
- Excellent communication, organisational, and project management skills, with the ability to manage multiple campaigns and deadlines simultaneously.
- Commercially minded, proactive, and results-focused, with the ability to work independently and collaboratively in a fast-paced environment.

Desired

- Experience working within membership organisations, trade associations, or professional communities.
- Familiarity with the Payments, Fintech, Financial Services, or Technology sectors.
- Knowledge of event technology platforms and attendee engagement tools.

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COMPANY OVERVIEW

The Payments Association thepaymentsassociation.org/

The Payments Association (part of Nineteen Group) is the home of the most influential community in payments, where connections, collaboration, and learning shape an industry that works for all. We help our members navigate a complex regulatory environment and facilitate profitable business partnerships.

We deliver a world-leading series of events, alongside an active research and policy agenda aimed at driving meaningful change and innovation. Our portfolio includes a powerful digital media presence and activities such as our flagship event, PAY360; the PAY360 Awards; webinars; CEO roundtables; podcasts; and training sessions.

The Payments Association connects market-makers and informs, influences, and celebrates change across the thriving UK payments and fintech sector.

Nineteen Group <https://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.

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 can be taught.