

Green Power Conferences Marketing Executive



The role:

Reporting to the Marketing Manager; the Marketing Executive will be expected to plan, budget and implement the marketing strategy for 8 events throughout the year: A typical Green Power Conference attracts between 40-100 senior level, fee paying delegates and will have some sponsorship or an exhibition alongside.

The Marketing Executive will be expected to plan, budget and implement the marketing strategy and deliverables for each event, working closely with the research, logistics and the sponsorship and exhibition sales (SPEX) teams to ensure each event is a commercial success.

The candidate must be analytical, understand and value marketing databases, able to perform customer and performance analysis and have Excel skills.

Green Power Conferences is a fast growing, successful company with an excellent workforce operating in an exciting market. Our people have a great deal of responsibility and direct involvement in their products.

Key responsibilities:

- Work with the research team to gain a comprehensive understanding of the target audience/prospects for your products
- Create a marketing universe for each product by mining the database, performing gap analysis, researching new lists and designing strategies/solutions where gaps exist
- Work directly with the SPEX sales and delegate sales teams to generate sales leads through targeted marketing campaigns
- Build relationships with event supporters, stake holders and media partners to access new data and marketing channels
- Produce realistic, budgeted but creative marketing plans to deliver paying delegates and profit for your events, including use of social media and PR where appropriate
- Manage and implement the marketing deliverables according to the plans
- Measure response, perform tests and adjust accordingly
- Report key performance figures to the management team
- Develop the portfolio of products and Identify new business opportunities
- Produce Excellent copy, proof-read to a high standard and work with the team to produce excellent marketing collateral

Requirements:

- Minimum 2 years marketing experience within a commercial, B2B fee-based conference company
- Must have experience working with Sponsorship/exhibition sales teams
- Must have experience managing leads for delegate sales people (telesales)
- Ability to plan and manage integrated marketing activities across a number of products simultaneously, including managing the event budgets
- Excellent understanding of Direct Marketing principles and practice
- Good IT skills, in particular; Excel and email marketing platforms
- Experience of, and a good understanding of marketing and CRM databases

Desirable but not essential:

- Additional languages
- Professional marketing qualification such as IDM or CIM, or marketing degree
- Experience in the sustainability and green energy sectors

The Package:

This is an ideal opportunity to join an exciting company, in a developing market. The Marketing Executive will be given plenty of responsibility and the opportunity to take ownership of their product portfolio, but there is also ample support within this close and professional team.

Training is provided, career development encouraged, work-life balance is valued and flexible working is accommodated.

Salary: £ Competitive and negotiable depending on experience.

Applications:

Please send your CV and a covering email to recruitment@greenpowerconferences.com
FAO: Laura Brownie, Marketing Manager

About Green Power Conferences:

Established in 2003, Green Power Conferences was the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 10000 delegates from 92 countries and built a global database of 450,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike.

Each event is developed by a team of market research professionals who ensure our events provide in-depth discussions and the latest industry updates in these fast-moving sectors. With a global portfolio of 50+ events, Green Power Conferences is helping to accelerate the uptake of sustainable business practices from Rio to Hong Kong. We also walk the talk, by offsetting all our commercial activities through renewable energy projects around the world.

Green Power Conferences is a commercial B2B conference organiser, operating only in the sustainability sector.

www.greenpowerconferences.com