

**Job title: Digital Marketing & Data Executive**

**Reporting to: Digital Marketing Manager**

### **The Company**

Reed Exhibitions (RX) is in the business of building businesses for individuals, communities, and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. Mack Brooks has been acquired by RX in early 2019 and is going through an exciting integration phase. We are changing and implementing new practices, processes, and systems. We value our staff and are introducing new development programs. Our office is vibrant, multi-cultural and fun. We love organising shows!

Situated in the heart of St Albans City Centre, opposite St Albans Abbey in a beautiful grade II listed building, Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser of business to business events. Established in 1965, the company is part of RX.

### **The Position**

We have an exciting opportunity for an enthusiastic and flexible **Digital Marketing & Data Executive** to join our PR & Marketing team on a permanent basis. In this **hybrid role**, you will be working on our event websites as well as the data segmentation, reporting and profiling of our customers.

### **Key Responsibilities**

#### **Digital Marketing**

- Implement multilingual websites for a B2B audience with a content management system
- Create and upload content to the organisation's many websites
- Assist with testing and applying new website components
- Assist with the technical integration of digital event platforms to RX IT and data systems
- Assist with the organisations' domain administration
- Liaise with stakeholders (designers, in-house departments, global tech teams)
- Keep up to date with current digital trends

#### **Data Handling**

- Work cross-functionally with colleagues in Campaign Management to support them on data segmentation and building tailored audience segments for our marketing, sales and operational campaigns
- Use OBIEE Audience Builder to create tailored data segments to meet the marketing strategic objectives
- Understand the data set-up of the data warehouse in order to run queries and build segments for reporting and campaigns

- Work closely with the event teams to understand customer profile requirements
- Set up master questions and answers to create business unit taxonomy for all events
- Manage and amend taxonomy and create customer profiles for each event edition
- Maintain integrity of the data and ensure compliance, quality and usability of data

### **Skills**

- Experience with content management systems, preferably Adobe Experience Manager
- Experience with a data segment building tool/database, preferably Oracle Business Intelligence Suite
- Ability to analyse large amounts of data and provide recommendations based on that data
- Strong IT skills and an affinity for technology
- Analytical mindset
- Strong problem-solving skills
- Excellent communication and interpersonal skills
- Organised, attention to detail and ability to be self-directed
- Capacity to prioritise and work across multiple projects
- Fluent in English (verbal + written) plus one of the following languages as a distinct advantage: German, French or Italian
- Experience of Salesforce as a distinct advantage

### **Ideal candidate**

- You are a motivated and flexible team player with a keen interest in the web and data aspects of digital marketing
- You enjoy dealing with websites, data and complex set-ups
- You are no stranger to the more technical side of digital marketing
- You are a quick learner especially when it comes to using new systems
- You are a good communicator

### **We provide**

- Excellent working hours (35 h/week: Monday - Thursday 8.30 am to 4.45 pm incl. 1 hr lunch, 8.30 am to 4 pm on Fridays incl. 1.5 hr lunch)
- Currently remote working with the prospect of a hybrid working model
- 25 days of annual leave (plus Christmas closure days in addition to the holiday entitlement)
- Pension
- Life Insurance
- Private medical cover
- Season Ticket Loan
- Gym discount

If you would like to apply for this position, please do so via our recruitment portal:

[https://relx.wd3.myworkdayjobs.com/ReedExhibitions/job/GB-ST\\_ALBANS-Romeland-House/Digital-Marketing---Data-Executive\\_R24800](https://relx.wd3.myworkdayjobs.com/ReedExhibitions/job/GB-ST_ALBANS-Romeland-House/Digital-Marketing---Data-Executive_R24800)