

Job Description

Job title: Senior PR & Marketing Executive

Reporting to: Team Lead Event Marketing

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

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 Senior PR & Marketing Executive to join our PR & Marketing team on a permanent basis. You will be providing the marketing support for a range of B2B events, working closely with the Event Leadership and the Marketing Team.

Key Responsibilities

- Providing input into the overall Event and Marketing strategies for an event or portfolio of events
- Briefing designers and agencies
- Content generation for a variety of marketing activities, including email, web, social media and sales collateral as well as press releases
- Briefing, developing, overseeing, project managing and owning the delivery of a multi-channel on and offline marketing plan
- Acting as brand and industry champion for an event or group of events, ensuring that all communications and customer experience complement the brand and enhance the customer journey
- Leading the management of PR for a show or set of shows ensuring it integrates into the wider customer campaign
- Managing the strategic use of media bookings and media partners to drive new and retained customers and monitor the effective use of these in delivering event objectives
- Developing, managing and analysing campaigns that drive new and retained revenues for stand and non-stand products
- Managing a marketing budget for nominated events, ensuring the marketing plan is delivered within budget and ensuring all costs are tracked

Skills

- Demonstrable marketing experience, preferably in an event or exhibition environment
- Copywriting for various marketing channels and PR
- Excellent communication skills (verbal & written)
- Strong time and project management skills
- A proven ability to report on the effectiveness of campaigns
- Experience of successful budget management
- Strong digital & social marketing experience and understanding
- Previous PR and advertising campaign management
- Marketing Campaign Management (reporting, tracking, KPI delivery)
- Strategic media partnership management and ability to foster relationships

Ideal candidate

- A highly driven, proven and enthusiastic marketing professional, preferably with events experience
- Customer-centric and flexible approach – appetite for working at a fast pace
- Skill for building partner and customer relationships quickly and understanding market needs
- A good understanding of multichannel marketing, segmented marketing initiatives and databases
- A strong understanding of customer and market dynamics and requirements
- A strategic thinker and team player
- Creative ability to develop new business opportunities and to launch new initiatives
- Strong written and oral communication skills, including presentations and report writing
- A willingness to travel internationally
- Strong interpersonal skills at all levels

We provide

- Excellent working hours (35 h/week)
- 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 click the link below:

<https://jobs.rxglobal.com/job/senior-pr-marketing-executive>