



Job Description

Marketing Manager - Technical Events

Grandstand Stoneleigh Events, NAEC, Stoneleigh Park, Warwickshire

We have a great opportunity for an experienced marketer to join our technical events team to plan and deliver strategic marketing campaigns for two leading industry B2B business events, the British Pig & Poultry Fair and the Grassland & Muck Event, both taking place in May 2020.

This is an office based role at Stoneleigh Park, Warwickshire and would suit someone who has an interest or knowledge of agriculture and/or events. The ideal candidate will have hands on experience of delivering marketing campaigns utilising a wide range of marketing tools. They will be self-motivated and work well as part of a small team, with experience of dealing with a range of suppliers and the media.

Please apply by sending your CV with a covering letter addressing how you are strongly suited to this position to aliceb@stoneleighevents.com

MAIN DUTIES AND RESPONSIBILITIES:

- Devise and implement marketing campaigns for the British Pig & Poultry Fair and Grassland & Muck Event to ensure visitor attendance numbers are achieved and within budget. Including schedules for media, social media, direct marketing and PR, showing measurable performance targets for each area of expenditure.
- Source, brief and manage advertising creative, media, direct marketing and PR for the events.
- Manage a positive web and social media presence for the events – to include the design, structure and content for both event websites and social media platforms, which are easy to find, navigate and are regularly updated.
- Be responsible for all ticketing and registration both in advance and on the day at the events.
- Work with key event partners, sponsors, media partners and others to maximise all marketing routes and raise awareness of the event.
- Implement market research across events and ensure proper dissemination of the results.
- Manage photography/video and press office at events.
- Handle visitor complaints.
- Day to day management of Marketing Assistant.
- Work with other marketers within the business to share ideas.

PERSON SPECIFICATION

Educational

- Degree level education within a relevant field. CIM qualified or Marketing/PR related qualification

Occupational

- At least 2 years' experience in a hands on, full time, marketing role which involved planning, delivering and managing marketing campaigns and strategy to budget
- Experience of PR campaign planning and delivery
- Experience of website build and management
- Experience of online and social media marketing
- Experience of planning the design of marketing messages and creative
- Experience of data management and registration implementation
- Experience of managing other team members

Specific Skills

- Excellent writing skills for different materials from press releases to website copy
- Marketing project management and delivery
- Strong relationship building skills
- Aptitude for organisational detail
- Effective communication & negotiation skills with a wide variety of people
- Agricultural sector knowledge

Personal Qualities

- Forward thinking and creative "ideas" person
- Good inter personal skills and a team player
- Able to work under pressure, prioritising to meet deadlines, juggling busy workload and multi-tasking
- Positive and friendly outlook with an eye for detail
- Self-motivated, managing own time and working alone where necessary as well as part of a team
- Demonstrate flexibility
- Commitment and enthusiasm to deliver successful events

Grandstand Group Company Values: We have seven company values which we live and breathe by. The successful candidate will not only have the required experience for this role, but be able to demonstrate they will be able to uphold our company values which are: **Teamwork, Communication, Honesty, Customer Focused, Excellence, Positivity and Adaptable.**

TERMS AND CONDITIONS

JOB TITLE: Marketing Manager

CONTRACT: 12 month full time (from July 2019 to end June 2020). Potential to become a permanent at end of contract.

SALARY: £25,000 - £30,000 per annum depending on experience.

REPORTING TO: Head of Technical Events

PLACE OF WORK: Grandstand Stoneleigh Events, Stoneleigh Park, Warwickshire

TO APPLY: Please apply by sending your CV with a covering letter addressing the essential criteria and how you are strongly suited to this position to aliceb@stoneleighevents.com