

Marketing Manager

GL events UK is a leading supplier of event infrastructure within the UK market. It forms part of the global GL events Group, with an annual group turnover of over 1 billion Euros.

The UK Group is made up of a number of business units focused on temporary infrastructure for both events and industrial and commercial clients. Focus areas include event hospitality structures, temporary event grandstand seating; event furniture; permanent stadium construction and stadium seating; and temporary and semi-permanent buildings to markets including industry, logistics, retail, sport & leisure and the public sector. The marketing of all business units is carried out by a central marketing team based at GL events’ offices in Castle Donington.

Are you an experienced, imaginative and capable Marketing Manager who relishes the challenge of working across multiple business units; understanding the idiosyncrasies of brands; working closely with commercial teams to provide effective sales support strategies; and drive advantage in a competitive market? Are you ambitious, and confident to use your creativity and insight to make a difference in this fast-paced market?

If so, then have the opportunity to join a small but energetic team, working pro-actively to generate new business through a range of techniques, build profile and brand, and deliver tangible return on investment.

**Responsibilities**

Main responsibilities will include:

* In conjunction with the Marketing Director, developing and implementing a programme of strategic and tactical activity for relevant business units;
* Pro-actively developing a strong awareness of markets and product, monitoring of trade press, and competitor activity;
* Contributing to the development of SEO and PPC strategy, and digital campaigns, monitoring and reporting on the performance of these campaigns including analysis of Google Analytics and other digital reporting tools;
* Using CMS, editing and creating content and page creation for Word Press websites;
* Working closely with Commercial teams to identify promotional or lead generation opportunities and executing relevant campaign activity;
* Identifying case study content and news stories, writing and distributing content, and forging relationships with trade publications to generate editorial coverage;
* Contributing to the development of business unit profile on various social media platforms, writing and scheduling content and supporting commercial teams in raising both corporate and individual profiles;
* Managing exhibitor presence at trade shows, including booking exhibition presence, leading on development of concept for show presence, and project managing the run up to the show;
* Copywriting content for brochures, sales collateral, and presentations, and contributing to the development of tender submissions;
* Reporting on the effectiveness of lead generation activity and working with Commercial teams to track progression of enquiries from lead to sale.
* Championing the use of digital asset management system with internal users, training others on its use, and ensuring the tagging of new photography and content.

**The Successful Applicant**

A well-rounded marketer, you will be educated to degree level or equivalent, and possess 5+ years’ experience in a B2B environment with a strong sales focus.

**Essential Criteria:**

* Experience of lead generation for B2B business including management of SEO and PPC;
* Experience of using Wordpress website CMS;
* Experience of managing budget, tracking and recording spend;
* Experience of using CRM for lead generation and reporting (ideally Hubspot or similar)
* Experience of strategy development and application;
* Strong written communication skills and accuracy;
* Experience of working with suppliers, media and publishers;
* Experience of email software packages;
* Ability to multi-task, manage and prioritise the conflicting demands of various internal stakeholders and meet deadlines;
* Experience of producing reports and presentations for internal and external audiences;
* Confident use of social media channels for professional use;
* A willingness to travel if required (Full Clean Driving Licence).

**Desirable Criteria:**

* Experience of exhibition planning and co-ordination;
* Experience of photography;
* Experience of Adobe InDesign;
* Experience of market research and competitor analysis;
* Experience of brand positioning and development.

**Attributes:**

The successful candidate will:

* Possess excellent communication skills – both written and verbal; an ability to develop content in an engaging and imaginative style which is appropriate to audience, to edit and proofread accurately;
* Demonstrate a mature level of commercially astuteness;
* Possess strong organisational skills, and a proven ability to work to a deadline and manage the demands of multiple tasks;
* Possess a “can do” attitude and a willingness to help colleagues at all times;
* A professional but outgoing demeanour and an ability to act as an ambassador of the marketing department, and of GL events.

GL events offers the right candidate unrestricted potential, ongoing career development, entitlement to membership of the Company contributory pension scheme and an attractive competitive salary.

For further information, please contact: Marketing Director, Rachel Baker – rachel.baker@glevents.co.uk