

**Position:** Marketing Project Manager / Senior Marketing Executive  
**Location:** UK Office, Twickenham  
**Reporting to:** Head of UK Marketing

The Marketing Executive has end-to-end responsibility for the marketing of easyFairs trade shows. The core responsibilities, assisted and overseen by the Head of Marketing are planning, visitor numbers and quality, budgetary control.

#### **Market knowledge & analysis**

The Marketing Executive helps to define easyFairs trade shows, working in collaboration with Sales and Business Development, based on interviews with target visitors and exhibitors.

- Define (with Head of Marketing), maintain and track marketing plan
- Identify and define visitor target groups (sector, function and decision-making level)
- Identify and define target exhibitors (sector)
- Identify trends and innovations in the sector
- Define market size
- Provide an overview of competitor activity and plans
- Analyse visitor database and develop action plan to refresh, build and qualify
- Analyse overlap with other shows (easyFairs and competition, national and international)
- Describe show content (e.g. seminars)
- Identify partners (media, federations, associations, other) including the ideal catalogue partner
- Analyse results against marketing plan

#### **Marketing & communications**

- Carry out SWOT analysis of easyFairs trade shows
- Define and negotiate visitor and exhibitor marketing and communications plan:
  - Above-the-line media
  - Below-the-line activities
  - PR & communications
  - Other channels
- Analyse and understand the needs of visitor and exhibitor segments
- Develop a communications platform/proposition for each group
- Create messaging for each target group
- Execute HTML dispatch
- Create show collateral
  - Exhibitor brochures
  - Visitor invitations
- Design and execute email marketing strategy
- Identify and obtain suitable picture content
- Create copy & layout for:
  - Ads
  - Press releases
  - Web
  - E-mailings
  - Newsletters
- Manage telemarketing campaigns
- Create web content strategy for each show
- Manage and update the website on a weekly basis
- Manage online and printed show catalogues
- Manage partnerships with (e.g.) media partners and trade associations
- Devise social media strategy for each show
- Manage onsite and online visitor and exhibitor surveys, analyse and communicate results

### **Content programme**

Content is a vital component of all shows as it helps to attract the right quality of visitor.

- Define content mix
- Define topics
- Create learnShops™ (seminar) programme
- Manage speakers
- Manage catering

### **Database**

- Visitor database management
  - Segmentation
  - Acquisition/purchase
- Set up of visitor registration module
- Reporting and analysis of post-show registration statistics

### **Media relations**

- Creation and distribution of press releases
- Manage media lists
- Develop relationships with key journalists
- Manage press conferences and round tables

### **Floor plan and onsite**

The Marketing Executive, working in cooperation with the Operations Manager, is responsible for:

- Online and onsite floor plan
- Business point (easyFairs information stand)
- learnShops theatres
- Signage
- Briefing hostesses
- Public announcements
- Entrance setup (respecting agreements with partners)
- Gathering visitor and exhibitor testimonials

### **Post-show reporting**

- Post-show reporting to Head of Marketing, MD & Group

### **Other**

- Purchase order and invoice administration
- Intranet updates / knowledge management
- Onsite and post-show survey management

### **Sales support**

- Show statistics
- Alignment of communications (e.g. mailings) with sales team
- Support for onsite rebooking effort

### **The ideal candidate will:**

- Be an experience marketing executive, with at least 1 year's experience of being responsible for the day-to-day marketing campaign for an exhibition
- Have good marketing communications experience: DM, e-marketing, advertising and online
- Have some experience of managing budgets and expenditure
- Be a team player – who can work on own initiative
- Have excellent written and verbal communication skills
- Be extremely organised and able to multi-task across a number of projects simultaneously
- Ensure exceptional attention to detail
- Be able to demonstrate strong organisational skills
- Be a highly professional and customer-facing executive
- Have a strong drive for continuous improvement and want to work in a driven and high-energy environment

If you think you have what it takes to grow with easyFairs and share in our success, please apply with your CV and covering letter detailing how you are perfect for the job.

**Contact: Lourda Derry** [lourda.derry@easyfairs.com](mailto:lourda.derry@easyfairs.com)