

Job Title: Marketing Executive
Department: Marketing
Reports to: Portfolio Marketing Manager



About us

Established in 2003, Media 10 is the most awarded media and events company in the UK and have a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well established publications and owns a series of award-winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

The brands

The Home Interest portfolio boasts a reach of over 3,000,000 consumers inclusive of brands such as Ideal Home Show London, Ideal Home Show Scotland, Ideal Home Show Christmas, The Cake & Bake Show, The Eat & Drink Festival, and Home Interest Digital.

In summary

The ideal candidate will have at least 18 months to two years of experience of consumer, life-style marketing or live events.

You will fulfil the multi-channel marketing and PR campaigns across the Home Interest brands to acquire, retain, and engage visitors to grow the events. Working collaboratively, maintain effective working relationships with the wider teams to ensure business objectives are supported.

Campaign Management

- Implement an integrated visitor marketing campaign to increase tickets sales, including content creation, email campaigns, data, website, print and digital
- Day-to-day management of the websites, ensuring pages and content are up to date, working with the relevant teams to ensure you have the right copy and assets with which to build strong pages, spotting and fixing errors quickly, real-time troubleshooting
- Support the delivery of digital campaigns, including content creation and asset requirements
- Assist the senior teams in the fulfilment of partnership campaigns including sponsors, celebrities, influencers, media and third-party ticket agents
- Developing and maintaining excellent relationships with exhibitors to produce and highlight interesting content to be promoted across all channels, identifying stories that will engage the key target audience and drive ticket sales
- Work with internal and external stakeholders to support and fulfil projects successfully

Campaign Reporting

- Track and report the effectiveness of campaign performance, both analysis and recommendations, to ensure a successful event delivery
- Contribute to the post campaign analysis, reporting on results and learnings for future campaigns
- Maintain knowledge of trends and news in marketing innovation as well as the home interest sector

Stakeholder Management

- Coordinate campaign activity with wider team including website updates, social media and PR to deliver campaign objectives
- Work closely with the Feature, Ops and PR teams to deliver supporting activity for campaigns as required
- Develop excellent relationships with key stakeholders and departments both inside and outside the Home Interest Portfolio

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General Responsibilities

- Hands-on role including copywriting, email campaigns, website updates, design and asset creation
- Contribute to new initiatives to drive evolution of the brands and events
- Contribute effectively in team meetings and share ideas and best practice
- Handling visitor enquiries on the telephone and by email
- Ensure that all marketing administration is completed to a high standard and in a timely manner
- Work on site at your exhibition, supporting show photographer and videographer when require, and managing specific events within the programme

Key skills and behaviours

- Capable of communicating concisely, convincingly and confidently at all levels
- Analytic skills with the ability to understand data
- Logical approach and a creative attitude to problem-solving
- Excellent time management with the ability to work across multiple and varied projects with quality output, and meet deadlines
- High levels of drive and enthusiasm to achieve excellent performance