

Job Title: Marketing Executive
Department: Home Interest Division
Report to: Marketing Manager



About us

Established in 2003, Media 10 is the most awarded media and events company in the UK, with 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 are passionate about delivering the very best results in everything we do and expect our team members to have the same passion. We not only enjoy what we do, we love it!

About the role

We are looking for a Marketing Executive to join our team, working across our consumer home interest portfolio of events and publications, with at least 1-2 years of experience within an events marketing role. This role will work across iconic brands including, The Ideal Home Show, Cake & Bake Show, Eat & Drink Festival and Good Homes Magazine.

The Ideal Home Show has been running for over 100 years, making it the longest-running exhibition in the UK. This award-winning consumer event in London and Scotland (as well as Christmas edition), delivers an unparalleled audience of over 200,000 home-interest customers.

Our ideal candidate will need to be able to bring new ideas to the table and take real ownership of their role, leveraging previous experience. We need someone who is creative, confident, adaptable, ambitious, dynamic, and essentially able to bring new energy to the brands. This is a fully integrated role working across the entire marketing mix.

What is expected from you

Working with the Marketing Manager and Show Team to develop and deliver comprehensive marketing and PR plans. Ultimately, you will be working to ensure attendance levels and sales targets are achieved through promotional activity and content. You will report to the Portfolio Marketing Manager, but will work closely with the Event Director, Features Manager, and wider event team to pull everything together.

Responsibilities to include:

- Assist in producing and implementing a marketing and promotional plan, including schedules for media, direct marketing, digital marketing, and PR.
- Identify and secure essential media partnerships and other third-party promotional partnerships, delivering strategies to maximise promotion for the portfolio of exhibitions.
- To produce and manage a regularly updated and optimised positive web presence for all exhibitions, which is easy to find and navigate. Also, to ensure your exhibition is present and up to date on all relevant corporate and industry websites.
- To produce and manage social media promotion channels across Facebook, Twitter, Instagram and Pinterest including paid for advertising.
- To track the effectiveness of all items of marketing communication against agreed performance measures and produce a post-evaluation of your campaigns.
- To communicate with exhibitors to generate content, create their profiles and promote attendance to the Show via their channels.
- To work on-site at the exhibitions, delivering at Show marketing activations, overseeing photography and videography, chaperoning talent, and managing customer service inboxes and box office enquires.
- To establish and maintain effective working partnerships with all relevant internal and external colleagues and associates.

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What you are good at

You are super confident and enjoy being part of a busy and dynamic team. You drive positivity and strive to create a culture of continuous improvement. Leading from the front, with a strong work ethic and a great sense of humour, you will be able to manage multiple projects and deliver them on time and on budget.

- Passionate about events
- Strategic thinker
- Methodical, organised and analytical
- Excellent communicator at any level
- Team player
- Ability to work well under pressure
- Exceptional attention to detail
- A whizz at copywriting

What we will do for you

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths, and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun