

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

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## The role

Our marketing team is growing, and we are looking for a Marketing Manager to join our team to work across our live events for Ideal Home Show, Eat & Drink Festival, and The Cake & Bake Show.

In this exciting role, you will be responsible for driving the success of the brands by promoting the events and generating visitor ticket revenue, and ultimately resulting in stand sales.

Our ideal candidate will need to be able to bring new ideas to the table and take real ownership, leveraging off their previous experience. We need someone who is creative, confident, adaptable, ambitious, dynamic, and essentially, able to bring a new energy to the brands. You will be responsible for the full marketing mix and analysis, and ideally, you'll have been in a role where you've had that responsibility before.

## What is expected of you

- To produce and implement a marketing and promotional plan through multi-channel campaigns, including schedules for email, digital, social, advertising, outdoor, radio and TV
- To execute the customer acquisition and retention strategic campaigns through audience profiling and data segmentation
- To identify and secure essential partnerships with celebrities, ambassadors, media and third-party partners, delivering strategies to maximise their support
- To work on the execution of digital campaigns, including content creation, marketing automation, analytics, emails, CRM and website
- To contribute to new initiatives to drive evolution of the brands and events
- To work with internal and external stakeholders including feature content, design, data, and media
- Track and report the effectiveness of campaign performance, both analysis and recommendations
- To work onsite at your exhibition, supporting show photographer and videographer, and managing specific events within the programme

## Key Technical Skills, Knowledge, Experience and Behaviours:

- At least 2 years' previous experience in B2B or B2C marketing, preferably in events, but not essential
- Solid understanding of the digital media landscape, and experience of managing digital projects, with working knowledge of digital tools and technologies
- Significant experience and a proven track record of leading the strategic development and delivery of marketing and digital campaigns and activities
- Significant understanding of digital end-to-end customer journeys and the role of different digital marketing channels in fully integrated campaigns, including PPC, Display and Social
- Excellent communication skills, both written and verbal, with strong attention to detail and a creative flair
- Significant experience of managing projects, with ability to develop and deliver plans to competing deadlines and prioritise effectively
- Strong analytic skills with the ability to understand data
- Experience in planning marketing activity to budgets, with clear analysis on ROI and costs

## Ideally, you'll also have a mix of the below experience as well:

- Strong ability to work independently, creatively and take real ownership of projects and tasks in this fast-moving world.
- Ideal candidate needs a real desire to exceed and over-achieve set targets
- A confident and effective communicator, including in difficult situations

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- Excellent academic background, a professional marketing qualification, such as Institute of Digital Marketing or Chartered Institute of Marketing, or equivalent experience is preferable
- Strong negotiation skills which influence internal and external audiences and suppliers to achieve results
- A combination of a logical approach and a creative attitude to problem-solving
- Ability to plan multiple and varied projects to deliver to agreed targets
- A flexible approach to adapt to changing in a dynamic and diverse environment
- High levels of drive and enthusiasm

#### **A bit about the brands**

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

The Eat and Drink Festival is one of our newer events in our portfolio but has organically grown since its inception in 2017. The show is all about exhibiting the very best the country has to offer in the world of food and drink, all under one roof, celebrating the exciting trends in modern cuisine, mixology and street food.

The Cake & Bake Show has broken new ground as the UK's only live consumer event dedicated to the world of cakes, bread, and the art of baking – bringing together the nation's favourite baking stars and top producers for a show filled with live demonstrations, interactive features and exciting competitions, plus delicious treats and all the latest tools and supplies.