

Job Title: Marketing & Data Manager UK Construction Week & 100% Optical
Department: Construction and Optical Division
Report to: Senior 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

UK Construction Week is a portfolio of exhibitions, conferences as well as a digital news platform. The UK Construction Week exhibition is the UK's largest construction event and runs twice a year in London and Birmingham. UK Construction Week also hosts conferences and webinars alongside a daily newsletter *Construction Buzz*.

100% Optical is the UK's largest and only optical event. 100% Optical also hosts one-day events and webinars. As well as a weekly newsletter *Optical Insider*.

Experience required

The ideal candidate will have at least 3-4 years' experience in a marketing manager role with a strong data skill set – as well as knowledge of the full marketing mix role (i.e. not specialised in social media, digital etc., but experienced across the board), and experience in the exhibitions/events industry is preferred. You will have excellent organisation skills with great attention to detail, as well as being a great team player.

What is expected of you

The successful candidate will be full of ideas, bursting with creativity and able to think outside the box whilst maintaining a keen eye for detail. The ideal candidate must be confident in managing marketing & data strategies for conferences and exhibitions.

- Implement, manage, maintain and develop a marketing strategy for all events in your remit.
- Develop in consultation with the Senior Marketing Manager, integrated visitor-prom and exhibitor-prom marketing campaign strategies and activity plans that use channels effectively and that will achieve campaign objectives for the dedicated exhibitions and conferences.
- Take the lead on data management including data quality, segmentation, data collection, analytics and key processes.
- Develop efficiencies for data management and innovate methods for achieving data growth
- Take care of all email campaign management including copywriting, proofing, scheduling and analysing
- Troubleshoot data-related problems and work on modifications
- Produce and manage exhibition/conference websites
- Secure key associations and media partnerships to reach wider audience and support on marketing campaign
- Be responsible for the registration systems
- Work with key stakeholders to implement campaign activity
- Brief and manage external agencies including digital & PR to deliver campaign activity against brief

Campaign Reporting

- Ensure your dedicated campaigns have clear metrics as agreed with the Senior Marketing Manager to ensure that campaigns are achieving appropriate return on investment, in line with set goals
- Report on data trends and carry out ongoing review of the quality of data and data systems

Job Title: Marketing & Data Manager UK Construction Week & 100% Optical
Department: Construction and Optical Division
Report to: Senior Marketing Manager

- Carry out post campaign analysis to report KPIs and distribute learning for future campaigns
- Work with Senior Marketing Manager to understand stakeholder feedback to influence future campaign work
- Complete competitor benchmarking for promotional activity and report regularly to Senior Marketing Manager

Stakeholder Management

- Coordinate campaign activity including website updates, social media activity and PR activity to deliver campaign objectives
- Support others in the daily use of data systems and ensure adherence to legal and company standards
- Assist the team with reports and data extraction
- Be responsible for the overall UK Construction Week and 100% Optical exhibitor campaign management with the Marketing Executive
- To work on site at exhibitions and conferences in your remit,
- Join external meetings with the exhibitors, partners and associations where necessary

General Responsibilities

- Input to the annual Strategic Marketing Planning process
- Adhere to all policies and procedures with regards to budget expenditure, displaying budget control and reporting any variances promptly to the Senior Marketing Manager
- Direct manage the team – Marketing Executives

What you are good at

- Excellent copywriting skills
- Advertising, digital and CRM marketing knowledge and experience
- Excellent understanding of data administration and management functions (collection, analysis, distribution etc.)
- Familiarity with modern database and information system technologies
- Strong planning and organisational skills
- An analytical mindset with problem-solving skills
- Self-reliant, good problem solver, results oriented
- Able to make decisions in a changing environment and anticipate future needs
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management

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