

Job Title: Senior Marketing Executive
Department: Marketing - Home Interest Division
Report 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 **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, breads, and the art of baking – bringing together the nations 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.

Good Homes magazine brings readers the latest on-trend decorating ideas and inspiration for every room. Over 48,000 print and digital subscribers, can take a tour of stunning real homes and discover kitchen and bathroom makeovers, with style advice and clever updates to inspire home projects. Plus, Good Homes bring their trends to life at the live events through inspirational room sets.

The Role

We are looking for a **Senior Marketing Executive** to join our Marketing team to work across our live events and digital products for Ideal Home Show, Eat & Drink Festival, The Cake & Bake Show and Good Homes magazine.

In this exciting role, you will be responsible for promoting the brands, generating ticket revenue from events; driving the success of digital products through strategic marketing campaigns; and taking a traditional print magazine and moving it fully into the digital sphere.

Our ideal candidate will need to be able to bring new ideas to the table and take real ownership of the industry, 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 ideally, you'll have been in a role where you've had that responsibility before.

What is expected of you

- To assist in producing and implementing a marketing and promotional plan through multi-channel campaigns, including schedules for ATL and BTL
- To execute the customer acquisition and retention strategic campaigns through audience profiling and data segmentation
- To work with the Portfolio Marketing Manager, to identify and secure essential partnerships with celebrities, ambassadors, media and third-party promotional 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 when required, and managing specific events within the programme

Key Skills, Knowledge and Experience

- At least 2 years' previous experience in B2B or consumer events marketing
- Solid understanding of the events and digital media landscape
- Significant experience and a proven track record of leading the strategic development and delivery of marketing and digital campaigns and activities
- 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
- Significant experience of managing digital projects, with working knowledge of digital tools and technologies
- 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
- Good understanding of SEO and digital content, UX principles and web analytics
- Strong analytic skills with the ability to understand data
- Experience in planning marketing activity to budgets, with clear analysis on ROI and costs
- 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
- 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