

Marketing and Events Executive job description

The job specification

An exciting opportunity has arisen for a Marketing and Events Executive to join the marketing team of an ambitious and rapidly expanding software company based in Newbury.

eShare's vision is to drive better decision making and good governance within businesses. Our software is used by directors across the globe.

Reporting to the Head of Marketing, this position works to deliver new leads and brand awareness by managing eShare's events, exhibition and conference calendar around the world, and creating content. You will be a good team player, working with the rest of the marketing team to achieve our objectives. You will also have the confidence to communicate direct with the sales and client relations teams and CEO.

The role includes some weekend / out of hours working and some UK or European travel. You will be expected to take all necessary steps to ensure successful delivery and follow up of the event.

All candidates must be able to travel, visa free, within Europe.

The Candidate

Responsibilities

- Working with the marketing team to achieve the marketing objectives by contributing new ideas and helping to plan marketing activities,
- Event research, planning, development, implementation on time and on budget
- Event follow up, debrief and analysis
- Content creation, including writing blogs, case studies, newsletters and social media Generate and nurture new event leads and manage them within the CRM database
- Project management of each event to ensure it is planned and executed well
- Supplier and cost management
- Contribution to budget planning, monitoring ongoing (and final) spend and delivering the best possible ROI for events
- Demonstrating our software products to prospects via mobile and PC at events
- Competitor feedback
- Research and enter awards for the company

Essential skills and experience

- A track record of managing events/shows/conferences
- Effective task management
- Microsoft Office competent
- Communication skills - telephone manner, email and face-to-face
- Experience using marketing software tools
- Teamwork skills
- Commercial and business awareness
- Can-do attitude
- Attention to detail

Desirable skills and experience

- Sales experience
- Presentation skills
- Budget management
- Photoshop/Premiere Pro
- Video production
- Social media experience
- Foreign Language

Note: All candidates to do a short presentation on how they planned and executed an event and complete a content writing task at the first interview.

Contact us

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