

JOB SPECIFICATION

JOB TITLE:	Event Marketing Manager
REPORTS TO:	Head of Marketing & Events
DIRECT REPORTS:	N/A
DEPARTMENT:	Marketing
LOCATION:	London / UK (Hybrid) This is a hybrid role with 2-3 days based in the office, and on-site working required for live events hosted in London. The candidate must be based within the UK for optimal collaboration and communication with immediate colleagues and vendors, and must have the right to work in the UK.
CONTRACT TERMS:	Full-time and permanent The candidate MUST be available during September and October 2023

POSITION OVERVIEW

Energy Intelligence is seeking an experienced Event Marketing Manager to be responsible for the successful development and execution of marketing plans, campaigns and projects to achieve key business goals, on time and on budget.

The ideal candidate will have a strong work ethic, be comfortable taking initiative, and be a hands-on team player who delivers results. Reporting to the Head of Marketing & Events, the role would suit an enthusiastic hard worker with 4+ years' B2B event marketing experience.

KEY RESPONSIBILITIES

Duties/Responsibilities to be carried out under the direction and supervision of the Head of Marketing & Events:

- Support the Events team to drive delegate registrations for a major industry event, as well as smaller events throughout the year
- Develop marketing plans, and execute multi-channel digital marketing campaigns to drive branding and awareness, and generate leads and delegates
- Develop and execute content marketing strategies
- Audience data segmentation
- Work with Performance Marketing to develop digital marketing campaigns and support with assets
- Update event website
- Manage event media partnerships
- Reporting and analysis of campaigns and audiences
- Monitoring performance and reporting
- On-site support for live events, such as set-up, registration and promotional assets

You will also be required to carry out any other duties which may reasonably be required of you.



SKILLS/EXPERIENCE

- Previous experience marketing B2B events is essential
- MUST have excellent knowledge of Excel, Word and PowerPoint
- MUST be experienced in working with email / automation platforms
- Track record of successfully designing and delivering multi-channel marketing campaigns
- Excellent spoken and written English
- Excellent communication and interpersonal skills
- Proven stakeholder management skills
- Must be organized, take initiative, and have a good attention to detail
- Experience using Pardot, HTML, Photoshop, InDesign, Canva, Swoogo, Google Analytics or Sprout Social, would be an advantage

This job description is not exhaustive and may be updated to reflect relevant changes in line with business requirements.

ABOUT US

Energy Intelligence is the leading energy information company. We understand what it takes to bring energy to the world and have delivered objective reporting and analysis on the sector for over 70 years. Our long history, combined with our team of experts and extensive connections, gives us an unparalleled view on what's shaping the energy sector.

We are experts on the energy transition, oil markets, LNG, geopolitical risk and competitive intelligence, and deliver news, analysis, research, data, advisory services and events, via tailored intelligence. For over 40 years our flagship event has brought together leaders from the worlds of energy, government and finance to network, exchange crucial insights and develop strategies for the most pressing energy issues.

Energy Intelligence has offices in eight locations around the world: London, New York, Washington, Houston, Dubai, Beirut, Singapore, and Moscow. We offer a collaborative and supportive global work environment.

HOW TO APPLY

To be considered for this new role, please send your CV and a covering letter to hr@energyintel.com.

Energy Intelligence is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability or protected veteran status. Energy Intelligence will not discharge or in any manner discriminate against applicants or employees because they have enquired about, discussed, or disclosed their own pay or the pay of another applicant or employee. Nothing in this job posting should be construed as an offer or guarantee of employment.