

# United Kingdom Jobs Expertini®

## Marketing Business Partner, Events

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Company: IRIS Software Group

Location: United Kingdom

Category: business-and-financial-operations

We have an opportunity for a organised and passionate Marketing Business Partner to join the iSAMS team on a 12 month FTC, covering events.

You should be able to manage multiple events across different countries and be comfortable with an entirely hands on approach. You will be self-motivated, passionate and confident working with internal and external stakeholders as required.

You will report to our Marketing Manager and work closely with the Sales, Marketing and Community functions. You will manage all global events (physical and virtual) that the company organises, attends, exhibits and/or sponsors to help increase brand awareness, drive competitive advantage, support customer retention and produce long term profitable growth across UK and international markets. You will take full responsibility for managing the logistics of all events, including all collateral required, and be available to support on site where required. Post event analysis will also be part of the role and therefore a high degree of organisation and analytical nature is important.

### **Responsibilities**

Managing all events including client user groups, exhibitions, conferences, seminars and webinars.

Setting clear objectives and targets for events, alongside plans for how to meet these.

Liaising with sales and marketing teams to publicise and promote the event.

Manage the scheduling of internal and external events around global school and public holidays.

Create and distribute comprehensive briefs to colleagues who will be participating in events with detailed information about the event, its objectives, and any expectations or requirements from the participants.

Gathering feedback and data after an event (e.g. on attendance or sign-ups), sharing summary with key stakeholders and using it to inform decisions/future plans.

Liaising with industry association key stakeholders to ensure timely signing up for exhibitions and preferred stand locations.

Coordinating with suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly and to budget.

Coming up with new and innovative ideas – both for events and event promotion.

Working within a budget for events and managing spending accordingly.

Ordering and managing all exhibition equipment, merchandise and printed literature across events, liaising with external agencies as required.

Coordinating the creation and production of marketing literature for events, liaising with internal stakeholders and external agencies as required.

Conduct ongoing analysis of our competitors to identify the events at which they are attending, exhibiting, and sponsoring.

### **Knowledge and Experience**

Previous experience in an events or hospitality role, demonstrating experience of coordinating the full events process is essential

Reporting and analysis of events including Return on Investment

Previous experience ideally within a B2B tech company environment advantageous

Experience or knowledge of the education market is also desirable

Excellent attention to detail

Excellent written and verbal communication skills

Good interpersonal skills and ability to work well with all stakeholders

Strong organisational skills with ability to manage multiple projects simultaneously

A practical approach to solving problems

To be a self-motivated team player

Good proficiency in MS Office applications. Confidence using Office CMS systems and CRM systems

Experience with Gotowebinar, Microsoft Teams, Hubspot, Wordpress is advantageous

Please note:

We occasionally close vacancies early in the event that we receive a high volume of applications. Therefore we recommend you apply as soon as possible.

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