

Marketing & Events Coordinator - North Wales

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Company: Corecruitment

Location: United Kingdom

Category: business-and-financial-operations

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Location: North Wales

Salary: Up to £30,000

COREcruitment is working with a fantastic leisure business with multiple sites all across Wales! They are recruiting for a Marketing & Events Coordinator to join them! This is a great opportunity for you to join a growing business!

As the Marketing and Events Coordinator, you'll play a pivotal role in steering the success of our marketing initiatives and event experiences. Your duties will include coordinating and executing marketing campaigns, as well as managing the planning and execution of captivating events aligned with our brand vision (Adventure Unlocked). If you're a creative, organized, and results-oriented professional, this opportunity offers the chance to make a significant impact on our growing business.

Key Responsibilities:

Email Marketing:

Develop, execute, and optimize email marketing campaigns to showcase our experiences and engage our target audience.

Craft compelling email content, including copy and visuals, to drive open rates, click-through rates, and conversions.

Utilize email marketing platforms to segment audiences, monitor campaign

performance, and implement A/B testing for continuous improvement.

Collaborate with the design team to ensure visually appealing and on-brand email templates.

Event Management:

Conceptualize and plan a diverse range of events in collaboration with the Head of Marketing & Brand.

Lead end-to-end event planning and execution, covering ideation, logistics, vendor coordination, and on-site management.

Manage event budgets, ensuring cost-effective solutions while delivering memorable experiences.

Coordinate with cross-functional teams to ensure seamless event execution and alignment with marketing objectives.

Ensure events achieve and exceed defined KPIs, including ROI analysis.

Strategy and Analysis:

Develop and implement integrated promotional campaigns aligned with overall marketing and business strategies.

Monitor and analyze campaign and event performance metrics, providing actionable insights and recommendations for optimization and increased demand generation.

Stay updated on industry trends, best practices, and emerging technologies to enhance campaign effectiveness and event experiences.

Does this sound like you?

If you are keen to discuss the details further, please contact Sophie Book on 0207 790 2666
COREcruitment are experts in recruiting for Hospitality, Catering, Leisure, Retail, FM, Property and Construction sectors.

We currently have over 1350 live roles across the UK, Middle East, Europe, Africa, North & Central America and South East Asia.

To view other great opportunities please check out our website [corecruitment](https://www.corecruitment.com) or call us

on +44 207 790 2666 for a confidential chat about upcoming opportunities. Likewise, if you are looking to recruit then we would love to hear from you.

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