

Senior Events Marketing Executive

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Company: Better Placed Ltd - A Sunday Times Top 10 Employer in 2023!

Location: Manchester Area

Category: other-general

Senior Marketing Events Executive Up to £40,000 Manchester We are working with an innovative B2B company who are committed to sustainability and environmental responsibility, who are seeking a talented Senior Marketing Events Executive to join their growing dynamic marketing team. As the Senior Marketing Events Executive you will be responsible for planning, executing, and managing a wide range of marketing events. From trade shows and conferences to virtual events and webinars, you will have the opportunity to showcase the different products and initiatives. The role: and manage all aspects of marketing events, including logistics, budgeting, vendor management, and onsite execution. closely with cross-functional teams to ensure seamless coordination and alignment of messaging and branding. attendee acquisition and engagement through targeted marketing campaigns, content creation, and innovative activation ideas. and analyse event performance metrics to measure success and identify areas for improvement. informed about industry trends, emerging technologies, and best practices. The person: experience in event management, preferably in a B2B environment. project management skills, with the ability to multitask and prioritize in a fast-paced environment. communication and interpersonal skills, with a customer-centric mindset. in event management software and digital marketing tools is a plus.

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