

Job Description

Marketing Executive

Headquartered in London, Global Event Partners is a dynamic international event organiser, specializing in conferences and exhibitions in the energy sector predominately across Europe, East Africa and the Middle East. We are a cutting-edge company providing first class platforms for business growth and we are affiliated to dmgs::events the largest event organising company in the world. We have main offices in London and Cairo and a number of representatives and partner offices strategically located around the world.

Our events are all over the world and we presently work in: Cyprus, China, Egypt, Jordan, Kenya, Kuwait, Lebanon, Romania, Uganda and the United Kingdom

We are looking for an experienced marketing & events professional to be based in our London office to work across our events. We are looking for someone who like us is enthusiastic, dedicated and with a drive to succeed. We have a growing portfolio of conferences and exhibitions worldwide and we are looking for the right person who can make a difference and help drive our events forward.

Experience Required:

Marketing:

- You'll have at least two years' experience of planning conference and exhibition marketing campaigns and planning integrated marketing campaigns using a wide range of digital and offline channels
- You need to be experienced in every area of creating event marketing campaigns; branding, website set up, copywriting, media partnerships, social media accounts, brochures, advertising, e-newsletters, partnerships with industry associations, database strategy, google analytics, google ads, PPC, post event reporting
- Experience of writing persuasive and engaging content for all marketing materials including press releases
- Have experience of working with salesforce or a similar CRM system; data strategy development and lead generation
- You'll be used to coming up with new ideas, identifying and successfully implementing new initiatives to improve the events marketing campaigns across the board
- Experience of working on new launch international events

Attributes required

- You have the ability to have an overview and provide our marketing activity with an overall strategic direction, developing plans for all events and communicate those plans effectively to your team
- You thrive on the opportunity to manage multiple marketing campaigns simultaneously while ensuring deadlines are met at all times
- You enjoy working in a flexible environment - You'll be well-organised and innovative in your approach
- You are an outgoing and effective communicator, skilled at engaging, influencing and building relationships with partners worldwide
- You enjoy identifying and embracing new marketing methods, driving forward and implementing new and creative ideas

Skills required

- English mother tongue
- Excellent organisational skills
- Able to work independently and thrive under pressure
- Excellent attention to detail
- Ambitious, dynamic and self-motivated person with the will to drive forward new ideas
- Ability to multi-task, and quickly change course as required
- Maintain excellent relationships with team members, partners and suppliers worldwide
- Be culturally sensitive and able to work with people of all backgrounds
- Be self-driven and yet be part of a team
- Positive and determined outlook on life
- Enthusiasm

*Travel will be required in this role to events worldwide