

Marketing & Events Coordinator: Egham

Thursday, 14 November 2024

We are currently seeking a self-motivated, dedicated and innovative individual to join our Egham based Marketing Team.

As Marketing & Events Coordinator you will Identify, plan and deliver a programme of high impact, cost effective events to support the marketing strategy and the business objectives. Deliver excellence in marketing communications with effective events and memorable marketing support activities.

Duties include:

- Proactively engage with colleagues around the business to identify requirements opportunities for external events.
- Build relationships with external suppliers to create and optimise events opportunities.
- Set up and manages comprehensive, cost effective and creative rolling events programmes across all business units.
- Take responsibility for ensuring quality events are executed in a timely manner, keeping with budgets.
- Ensure all events are compliant with brand guidelines and to agreed standards.
- Be personally responsible for setting up events booths, including personally building up the event stand and coordinating events personnel.
- Keep up to date with events best practice and provide suggestions on how to continuously develop our events presentation.
- Produce insightful post event reports to gauge effectiveness against agreed objectives to inform future decision making.
- Adhere to company risk management processes and procedures including reporting of incidents and/or breaches.
- Produce effective communications before during and after the event and collaborate with the digital marketers to drive engagement.
- Source and procure corporate merchandise to enhance engagement at our events.
- Helping to implement marketing campaigns and activities including new product launches, internal communications, marketing and brand initiatives

- To support with planning and development of marketing materials inc direct mailings based on agreed objectives
- Support with offline marketing activities including direct mail in line with agreed objectives.
- Support the marketing team by creating content for use in campaigns.

Skills/Experience required:

- The successful applicant will be enthusiastic and goal-orientated, with the ability to focus on achieving important tasks whilst adapting to changing circumstances
- Have excellent attention to detail
- Be able to work under pressure
- Be self-motivated
- Have good communication skills (both written and oral)
- Have a positive outlook and a can-do attitude
- Experience in Microsoft Office applications like Word, Excel and Powerpoint
- Previous experience in a similar role would be advantageous.

If you possess the knowledge and skills to work closely with a multidisciplinary team, we would like to hear from you. This position offers a competitive salary and benefits package.

Closing Date for applications: **Friday 20th December 2024**