

**Job title:** Events Exec

**Location:** Victoria, London

**Department:** Global Marketing

**Job Type:** Full-Time Regular

**BNC Ref:** BNC135

## **Job Description**

Based in London the Marketing Events Executive will be responsible for delivering events in line with the marketing campaign plans and under guidance of the Marketing Events Manager.

The Marketing Events Executive will deliver the events from conception to completion managing each stage for best effect and ROI.

The main responsibility for the Marketing Events Executive is to manage and deliver events on time, to budget and to measure return on investment. This role will manage multiple events at any one time and so good time management and ability to multi-task is essential.

### **Activities include:**

- Responding to and interpreting event brief; liaising with stakeholders to understand precise event requirements
- Producing detailed proposals for events and making recommendations (e.g. timelines, venues, suppliers, support team and budgets)
- Establishing and agreeing event objectives and targets with stakeholders
- Managing event budget
- Securing and booking a suitable venue or location
- Creating detailed briefing documents for internal and external audiences – including operations document, project plan, event briefing document
- Coordinating and managing multiple suppliers – including venue, caterers, stand designers, contractors
- Planning room layouts, scheduling workshops and demonstrations
- Drafting event invitation emails and managing email campaign for the event via email marketing system

- Creating simple event web registration pages
- Liaising with other marketing specialists to promote the event – including PR, digital and social media channels
- Managing and coordinating event staff prior to the event and on the day
- Briefing and liaising with design team to create a brand for the event and organising the production of all event collateral and content – including website and email branding, on the day programme, presentations (etc)
- Preparing delegate packs and event collateral
- Overall management of the event on the day – including attendance at evening functions (dinners, drinks receptions), coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly
- Setting up and running the post-event debrief meeting
- Managing post-event evaluation (including lead capture, data entry and producing reports for senior stakeholders)

In addition:

- Managing event team equipment and stock levels
- Responding to inbound ad hoc enquiries promptly and efficiently
- Developing good working relationships across business and corporate teams
- Contributing to new creative and innovative ideas for events

### **Job Requirements**

- Proven track record in events and/or marketing
- Experience organising corporate events with senior stakeholders in a variety of formats (exhibitions, workshops, dinners)
- Can demonstrate clear history of good ROI
- Develops strong relationships with internal clients and specialist centres
- Driven by results - links own KPIs with impact on business performance
- Excellent IT skills - examples of written work, presentations and spreadsheets produced
- Creative and innovative, always seeking to add value

- Excellent attention to detail and produces accurate work

## About the company

A leading consulting, technology and innovation firm. We are independent and employee-owned and have over 2,500 people working with business and governments worldwide, through our offices in North America, Europe, the Nordics, the Gulf and Asia Pacific. Our specific expertise is in energy, financial services, life sciences and healthcare, manufacturing, government and public services, defence and security, telecommunications, transport and logistics.

From initial idea generation and strategy development through to detailed implementation, we deliver significant and tangible results. We have outstanding technology development capability; a unique breadth of skills from strategy to performance improvement, from HR to IT; and strong expertise in communications, defence, energy, financial services, government and public services, healthcare, manufacturing, transportation and logistics.

Three differentiators for the business are:

- We're big enough to be a significant employer but not so big that you get lost
- We're entrepreneurial and meritocratic, with top to bottom employee ownership
- We "do", as well as "advise"

## Recent work includes:

- protecting troops' lives in Afghanistan by developing a groundbreaking IED-detection vehicle that can be remote controlled by the detection team
- delivering an air-traffic system to safely handle 600,000 aeroplanes over Denmark each year
- working with the Bank of England to create the Prudential Regulation Authority, which will transform financial regulation in the UK
- developing a system to restore power more quickly and improve the customer experience for households and businesses in Washington, US
- creating a revolutionary new kitchen towel and a completely new manufacturing process at our Technology Centre in Cambridge, UK.

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