

JOB DESCRIPTION

MARKETER – EVENTS

Location: London
Reports to: Marketing Manager
Grade: Grade 3

Who we are

The Royal Pharmaceutical Society is the professional membership body for pharmacists and pharmacy in Great Britain. We advance the profession of pharmacy for public and patient benefit to secure the future of the profession and our members.

What we do

We lead and promote the advancement of science, practice and education in pharmacy to shape and influence the future delivery of pharmacy driven services.

We support and empower our members to improve health outcomes for society through professional guidance, networks and resources

How we work

We are:

- Focused on delivering for members, patients and the public
- Committed to listening and learning
- Collaborative in our approach to success
- Dedicated to excellence in everything we do

INTRO

- Do you want to be part of a great vision and company transformation?
- Are you a customer-first event marketer?
- Are you constantly thinking about the customer experience from start to end with your events strategy? Have you improved the overall event experience through integrating digital channels?
- Is your current event marketing strategy having a positive impact on your new sales?
- Are you continually thinking of creative and innovate ways to market your events to your existing customers and drive usage and cross-sell opportunities?
- Do you thrive on entrepreneurship and a mid-size company way of life?
- Are you data and analytics focussed, setting goals, KPIs and metrics? Do you report back on insight and results for every event?
- Have you given what you can in your current job and are now ready for the thrill of creating something new?

If these questions appeal to you, we should meet, read on...

This is a truly exciting role - we are seeking an experienced, proactive and entrepreneurial event marketer to join our expanding marketing team. Reporting to the Marketing Manager, you will help create and establish event marketing best practice across our business globally.

JOB PURPOSE

To own and deliver a holistic events strategy across our print and digital product portfolio. Reporting to the Marketing Manager you will live and breathe the customer first. Combining this with strong organisational skills you will deliver our events strategy, from planning our attendance to lead generation, follow up and reporting the results. A keen eye for continually improving the customer experience across the entire journey is critical.

This newly created role provides a marketer with an exciting opportunity to shape our events strategy, deliver new leads and increase brand awareness across our digital and print products.

MAIN ACCOUNTABILITIES

- 1. Events calendar.** Create an event marketing calendar aligned to our key business objectives and marketing strategy. Ensure we attend the right events that drive revenue growth through lead generation and brand awareness.
- 2. Event resources.** Determine the right resources required for each event, thinking digital-first. Work with the Campaign and Content marketers to ensure alignment in terms of brand, message and content for every event. Ensure the logistics of events run smoothly.
- 3. Follow up and lead nurture.** Create and execute strategies to follow up with leads gathered at events, working with the Digital Channel Marketer to create landing pages and appropriate customer journeys, and the Content Marketer to engage with them using relevant content. Nurture leads so they can be delivered to the Sales Team and ensure we maximise our ROI.
- 4. Competitor intelligence.** Monitor and gather intelligence on the events our competitors are attending. Proactively advise the team on how we can continually improve our event strategy.
- 5. Campaign delivery.** Support the Campaign Marketer as required during event off-peak periods. Contribute to the delivery of marketing campaigns for print and digital products, using a range of marketing channels.
- 6. Analysis and reporting.** Create and own your Events dashboard to enable you to report back to the business on the effectiveness of each event. Work with the Insights Manager to produce regular reporting to measure success against KPIs, and devise strategies to continually improve the return of our events strategy.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Increase in lead generation and revenue generation from our events
- Increase in customer engagement on the stand and through the event marketing campaigns
- Seamless management of end to end process from planning to follow up and reporting of results
- Creating and communicating event dashboards covering all aspects, including results and insight

CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility and organisational skills
- Managing budgets and resources
- Achieving results/delivering performance
- Problem solving and eye for detail

BEHAVIOURAL COMPETENCIES

Behavioural competency	Level required – ops, mgr, senior mgr
Strategic perspective	Operations
Delivering a member and customer focused service	Operations
Communication	Manager
Planning and organisation	Manager
Openness to change	Operations
Negotiating and influencing	Operations

KNOWLEDGE, EXPERIENCE AND SKILLS

- Professional experience in an event marketing role is a must (preferably working in B2B)
- Experience of communicating brand messages through event attendance and sponsorship
- Highly customer-focussed with a real understanding of the end-to-end event customer experience
- Keen eye for detail and accuracy on event logistics and delivery
- Strong organisational/project management skills and able to manage concurrent activity
- Relationship management skills and cross-business collaborative approach - ability to influence with exceptional communication, negotiating and partnering skills
- Creative and innovative – continually thinking of new and exciting ways to drive engagement
- Results driven and analytically focussed – keen eye on outcomes and performance metrics
- Successful track record on cost and budget management
- Self-driven, robust, resilient, dynamic and energetic
- Experience of working autonomously and managing several projects simultaneously