

# Job Description – Marketing & Communications Manager



Rethink Events is a fast-growing company with an exceptional team that creates and delivers international business conferences promoting cutting-edge technologies in sustainable agri-food, energy and water.

Based in Brighton, we work globally, with our biggest events taking place in San Francisco, New York, London, Singapore and Los Angeles, and imminent launches in Amsterdam and São Paulo. We have built a reputation for excellence in each of our markets and will continue our rapid expansion over the next two years.

## Job Description:

Are you a wizard with words, with an eye for design and a passion for building engagement through online content, email and social media? Can you manage a marketing campaign from start to finish?

As Marketing & Communications Manager at Rethink Events you will lead on a world-leading portfolio of agri-tech events, increasing visibility, engagement and reach in order to ensure future growth and market share.

We are looking for a motivated, proactive and creative marketing professional, with extensive experience in B2B marketing, preferably (but not necessarily) in the conference/exhibition sector. The ideal candidate will have at least five years' experience and be able to show a strong track record of success.

## The Role:

This is a diverse and exciting role, in which you will be responsible for planning, managing and executing delivery of the marketing activity across the current agri-tech portfolio of events:

- Research and produce content for web, email newsletters, press and social media, positioning Rethink as experts in our market and demonstrating the value of our events to the industry
- Adhering to brand guidelines, bring in fresh formats and ideas to present content created with our speakers, partners and influencers
- Liaise with speakers and sponsors to engage them in marketing our conferences to their own networks, finding new ways and channels to extend our reach via influencers and connections
- Maintain and expand the portfolio's presence and interactivity across social media platforms, with a focus on LinkedIn and Twitter
- Research, negotiate and secure marketing partnerships with relevant industry associations, trade media and investor bodies
- Define key media targets and build relationships with journalists to increase PR before, during and after each event
- Oversee the design and print of conference brochures and materials including signage and banners, managing external design and print agencies
- Identify gaps in our data and work with our database development agency to continuously expand and refresh our market reach
- Attend and help run the conferences as a core part of the event team

## Our ideal candidate will be skilled in the following areas:

- *Copywriting* – the ability to write confidently with different voices to represent our brand and connect with our audience via news articles, press releases, email newsletters and social media
- *Creativity* – a strong understanding of brand identity and design within B2B marketing

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- *Social Media* – extensive experience in using LinkedIn and other social media channels to build communities and networks for B2B and events
- *Public Relations and PR* – proven experience in building relationships with and securing coverage in both tier 1 and industry press
- *Project Management* – the ability to plan and manage complex projects, keeping to schedule, with input and approvals from multiple parties
- *Knowledge of Marketing Tools Including:*
  - Website CMS – ideally WordPress
  - Database Management - Salesforce
  - Email Marketing Systems - Pardot / Mailchimp
  - Hootsuite
  - SEO / Google Adwords / Paid Digital
  - Marketing Analytics and Reporting – Google Analytics, Google Tag Manager
  - Advanced Word / Excel / PowerPoint

This is a diverse and challenging role in a fun, fast-paced environment. If you are highly motivated and creative, with an eagle-eye for accuracy and meticulous organisation skills, this could be the role for you.

**Competitive Salary - based on experience - plus Generous Profit Share.**

**Other Benefits: Generous Pension Scheme. Ride to Work Scheme. Opportunities for International Travel. Excellent Potential for Career Progression.**

**This is a Full Time, Permanent Position.**