

PPMA ROLE DESCRIPTION - MARKETING EXECUTIVE

Job Title:	Marketing Executive
Location:	Wallington, Surrey. Office based 5 days a week
Travel:	Predominantly UK – minimal travel
Reports to:	Marketing Manager
Type of Position:	Permanent Full Time / 35 hours per week
Compensation & benefits:	£30K plus 5% bonus scheme Onsite parking, Pension, Private Healthcare, Death in service benefit 25 days holiday excl bank holidays
To start:	Immediately

BACKGROUND:

The PPMA Group of Associations comprises three associations: PPMA (processing and packaging machinery association), BARA (British Automation & Robot Association) and UKIVA (UK Industrial Vision Association). The PPMA is at the next stage of its future development and is driving a strategic vision to enhance service delivery to its members. The association is in its 34th year of activity, is well established and highly regarded within the industry. It serves more than 500 member companies, which are predominantly based in the UK, but with many having a global reach. The main goal of the association is to improve the business performance of its member companies via an array of activities and services including trade shows, publications, advertising, public relations, international services, networking events, training seminars etc.

The organisation is going through an exciting period of change, mapping out a future journey to take the organisation, and its members forward. As a result of recent staff changes, we now need to recruit a replacement **Marketing Executive**.

SUMMARY OF POSITION:

This is a permanent position reporting to the Marketing Manager. The successful candidate will be capable of undertaking marketing activities and work as part of a small team. This is a hands-on role that needs creative flair and a can-do attitude. The successful candidate will devote the majority of their time and activities in supporting a major annual exhibition (the PPMA Show), which is a key element to the organisation. Additionally, there will be a need to be fully involved in the full marketing mix and provide accurate and timely delivery of projects. The ability to quickly understand our specific marketplace will be encouraged by support from experienced staff and members. This position requires a good degree of IT skills. The use of software packages, CRM systems, email marketing software as well as database handling and the maintenance and creation of web pages via a bespoke content management system (CMS) is a significant part of this role.

The **PPMA Show** is a major part of the organisation's activity, and as such, significant time and effort is directed towards the preparation and delivery of this event. Previous experience of marketing B2B exhibitions would be highly advantageous.

An excellent team player and communicator is essential. The ideal candidate will be personable and confident, and capable of integrating into our close-knit team of professionals, as well as building strong relations with our members, external stakeholders and suppliers.

KEY RESPONSIBILITIES:

SHOW/EXHIBITIONS

- To deliver integrated marketing campaigns for shows and exhibitions to maximise attendance and awareness to horizontal and vertical markets
- Production and delivery of targeted e-communications to drive pre-registration to the show
- Negotiate and manage our marketing and media partner contra agreements, ensuring all deliverables are sent on time, creating unique tagged urls for all digital assets, tracking and recording reciprocal marketing activity and producing post-event reports, and manage their presence at the show
- Liaison with PR agency to ensure regular coverage of the show (across owned, earned and paid media), brief and manage photographers at events
- Working with the visitor registration company to understand the system, and resolve any difficulties with creative ideas and solutions
- Managing the PPMA Show website via CMS. Responsible for content updates, issue tracking and reporting. Weekly liaison with website provider to ensure issues are resolved
- Managing the Exhibitor Hub and supporting all exhibitors with their forms, information and stand requirements, working closely with the Operations team
- Liaison with visitor registration company to ensure smooth integration with show website and e-comms strategy
- Supervise the on-site build-up ensuring all the feature areas are set up according to plans
- Post-show analysis through surveys and registration data analysis
- Manage, monitor and analyse integrated promotional campaigns
- Weekly report on show promotional activities to enable tracking and future planning, taking action where necessary to achieve visitor targets
- Contribute to the planning and delivery of an awards ceremony and also a gala dinner to be held during the PPMA Total/PPMA Show

ADDITIONAL ACTIVITIES:

In addition to the major responsibilities listed, there will be the need for involvement in other generic activities including:

- CRM and data administration – fulfilling unsubscribe requests on Live Control, Microsoft Dynamics and Mailchimp
- Contribute to the creation and delivery of marketing initiatives to support other departments and activities
- Be a brand guardian for all marketing communications
- Coordinate and plan marketing activities to maximise departments' goals
- Brief and liaise with external design agency and other suppliers as required
- To support and assist on other marketing initiatives as required

KEY SKILLS AND EXPERIENCE REQUIRED:

- Experience of marketing led activity for shows/events/exhibitions would be highly advantageous.
- Experience of delivering marketing programmes/activities that produced tangible results

- Experience of latest methods/technologies in delivering marketing communications via online/digital & offline, with a good understanding of email marketing and experience with corporate email software (Dotmailer, Mailchimp etc.)
- Basic skills in Adobe Creative Suite – Photoshop, Indesign, Premiere etc.)
- A clear and logical thinker willing to contribute to preparing plans and understand budgets

KEY QUALITIES NEEDED:

- A clear and open communicator, especially on the telephone
- A team player, with a can-do attitude, a keen learner and willing to develop their skills in marketing
- High accuracy and attention to detail
- The ability to work with a broad range of personnel at any level
- Ability to manage time and meet deadlines even when under pressure
- At least 1 years' professional experience as a Marketing Executive, preferably in an events-related role

This role may require additional hours to be worked in the run up to the Show as agreed with the Line Manager.