Job Title: Marketing Manager
Reporting to: Head of Marketing
Contract period: Permanent

Job Purpose:

The Marketing Manager will take full responsibility for the marketing and promotion of the IBC event with the support of a Marketing Executive and Marketing Assistant.

They will be expected to put together a clear, detailed and dynamic marketing plan for the show each year and then execute that plan. The Marketing Manager will need to be able to produce accurate, high quality, deadline driven work.

This role will be hands on with a significant amount of implementation to be delivered by the Marketing Manager along with also being responsible for managing a Marketing Executive and Marketing Assistant, delegating some work and driving the event forwards strategically working with the Head of Marketing and driving constant innovation with the marketing approach taken.

Responsibilities:

- Develop a comprehensive multi-channel marketing plan for IBC Show
- Lead the marketing implementation to deliver growth for IBC
- Manage a Marketing Executive and Marketing Assistant
- Manage and nurture all stakeholder and third party media supporter relationships
- Police IBC brand use and marketing quality output
- Manage all print production
- Manage suppliers
- Agree new complex contra deals
- Attract new agreed audiences for IBC Show
- Keep marketing plans and timelines up-to-date
- Deputise for the HoM as and when occasionally necessary especially in respect of day-to-day marketing issues with internal and external stakeholders and suppliers
- Ensure communications to internal and external stakeholders are of a high standard
- Work with the HoM to manage budgets, purchase orders and invoicing on a day to day basis, including monitoring and reporting on spend
- Monitor marketing related communications
- Provide regular feedback to all stakeholders on marketing performance

Person Specification:
Essential

- Highly experienced and CIM qualified marketer (or equivalent level of experience and professional qualifications)
- Event Marketing background
- Extensive experience in campaign/project management
- Strong communicator with excellent influencing and networking skills
- Strong negotiator
- Excellent planning skills
- Excellent motivator and self-motivator
- Strong ability to prioritise and multi-task
- Desire to succeed
- Organised individual with strong attention to detail and consistency across all mediums
- Ability to work calmly and efficiently to tight deadlines and under pressure
- Previous experience of managing staff

Desirable

- Experience with large-scale events
- An understanding of the electronic media industry
- Language skills

Skills:

- Demonstrable use of an EDP
- Competent user of Google Analytics
- Competent user of Google Adwords and Facebook Advertising
- Basic HTML code knowledge
- InDesign / Photoshop basic skills desirable

Key core competencies

Commerciality & strategic agility	• Communicates and discusses financial and strategic information with confidence and clarity internally and externally • Critically evaluates financial and commercial risks and opportunities, and strategic information. Uses IBC and industry expertise to advise on business-case validation beyond basic ROI. • Effectively states, recommends and justifies a change in strategic direction • Relates all activities and objectives to the stated IBC strategy and other IBC business areas. • Develops and implements own business-area strategies to deliver IBC's strategic goals • Allocates resources and effort according to strategic priorities
Driving results and creating solutions	• Creates an atmosphere that motivates and gains commitment from team members to achieve the business strategy • Acts as a role model for IBC - demonstrably 'goes the extra mile' • Identifies and stays focused on the delivery of key projects and priorities Eliminates unnecessary bureaucracy, striving for clarity and simplicity • Drives for high quality and timely decisions despite resistance and /or uncertainty • Is prepared to review and discuss decisions by evaluating the merit of new information • Generates commitment by involving key influencers and teams in the decision-making and problem- solving processes
Leadership and managing performance	• Promotes a culture that values and rewards personal development, celebrates successes and builds enthusiasm, trust, confidence and optimism • Focuses on the development of own and direct reports' leadership capability • Addresses any conflict in a timely and sensitive manner, focusing on outcomes in line with client and business objectives • Identifies development and capability needs and trends across own business area and successfully implements appropriate solutions

Collaboration and inspiring change	• Takes responsibility and supports others to generate and build a broad base of support amongst key influencers to enhance delivery to clients • Proactively shares key knowledge and learning, and builds agreement amongst others • Identifies and breaks down organisational barriers to effective team working and cross business-area collaboration to support the achievement of strategic goals • Develops structures, processes and reward mechanisms that encourage a 'one team' attitude and behaviour
Client focus and communication	• Actively and continually encourages others to question and proactively improve processes and levels of service to meet client needs • Identifies, implements and reviews changes to business processes or direction to ensure service excellence and deliver value • Conveys personal conviction and enthusiasm for ideas and proposals • Presents effectively to internal and/or external senior clients aiming to influence - clear, concise, confident • Ensures that messages and important information are understood throughout the business
Applying expertise, awareness and innovation	• Seeks and introduces perspectives of new market and business best practice to team and/or peers/manager • Supports experimentation and prudent risk-taking to promote effective change and/or innovation Identifies and removes barriers to change and/or new ideas/ continual improvement • Identifies and addresses the impact of change on own business area and provides support to other areas during change • Anticipates market reactions to IBC's strategy within own area • Ensures that own business area maintains a high level of awareness of significant developments in IBC's sector and business environment • Reacts quickly and effectively to market changes

Updated: July 2016