

First Event
First Event
First Event

FIRST
EVENT



Digital Marketing Manager

Salary:

£37,000 to 42,000 plus a range of benefits

Contract Type:

Full time, permanent

Benefits:

EOT bonus, healthcare scheme, enhanced pension scheme, unlimited holidays, flexible working environment

Location:

North Leeds office, flexible and remote working available

Reporting to:

Head of Marketing

Life at First Event

We're one of the UK's leading event companies, and have been for the last 20 years. But no matter how long we've been around, one thing that never gets old is our deep-rooted passion for creating jaw-dropping events all around the world.

First Event is only as good as the people who work here, and you won't find another workplace culture like ours. Whilst a clear strategy is important to the growth of our business, it means nothing without the people that make the magic happen. We are firm believers that our success depends on our people, so we want every single person in the First Event Fam to love what they do and to be proud of the events they create.

That's why in 2021 we decided to become an employee-owned company. This decision not only secured our strong ethos, creative freedom and core values, but also cemented the future independence of our team. Our employee council, made up of members across each department, work closely with our management team to create a fun and encouraging environment that allows us all to flourish and thrive. And did we also mention that we are one of The Sunday Times' Best Places to Work?

So, you want to work for us? Good choice. We quite like it here too. We promise you a warm welcome and some pretty cool perks along the way!

About The Role

Our Marketing team is growing! We are looking for a Digital Marketing Manager with proven project and campaign management experience to establish our in-house capability. As Digital Marketing Manager you will be responsible for the delivery and execution of our digital marketing strategy.

With a focus on Account Based Marketing (ABM) you will work closely with the Marketing, Creative and Growth teams to develop and execute data driven campaigns that will ultimately drive pipeline growth.

Responsibilities include:

- Management of First Event's Performance Marketing channels including PPC; SEO and Paid Social.
- Development and delivery of digital marketing campaigns. Employing a test and learn approach to explore opportunities across all digital channels.
- Implementation of Account Based Marketing campaigns and tactics to drive pipeline from a key accounts list.
- Collaborating with the Marketing and Sales team to ensure campaigns target the right opportunities and are effective in generating leads and revenue.
- Line management of a Marketing Executive.
- Reporting and measurement of ROI on all marketing activities

Personal Specification

Your Experience:

- You must have a track record in planning and executing B2B digital campaigns across multiple channels with the results to match.
- Experience of using CRM and marketing automation tools to optimise engagement metrics and conversion processes. Knowledge of HubSpot marketing platform and Salesforce CRM desirable.

- Recent working knowledge of most common digital and social channels, and SEO principles.
- Understanding of the principles behind lead generation and nurturing through SEO, landing page optimisation, Email/CRM
- Hands on experience with optimisation of Google, LinkedIn and Facebook ads.
- Data driven with strong analytical capabilities when using tools such as Google Analytics and SEM Rush.
- Knowledge of Account Based Marketing techniques.
- Proven stakeholder management.

About You:

- Confident, resourceful and a "can do" attitude
- Creative and commercially minded
- Capable of adding strategic guidance
- Team player with ability to operate independently
- Ability to form strong and effective working relationships with people at all levels across the organisation
- A confident communicator; written and verbal.
- Strong planning and organisational skills.

Our Values

We love that our vibrant team is made up of so many different personalities. No matter how different we are, we're all united by our core First Event values, which sum up the kind of people we're looking for.

These are the values that bring us together, make us a force to be reckoned with and help us deliver the outstanding events we're globally recognised for.



How to Apply

We are a friendly bunch who work hard whilst having loads of fun along the way! Fancy finding out more?

Please email a copy of your CV to careers@firstevent.co.uk