



MARKETING MANAGER

Reporting to the CEO and responsible for developing existing and new marketing activities that deliver growth across the events, and online brand portfolio

(BoutiqueHotelNews.com, ServicedApartmentNews.com, ShortTermRentalz.com).

Supporting the Sales Team to drive conference sponsorship and exhibitor stand, multimedia packages.

The Role:

- Planning and implementing marketing campaigns through online and offline channels including email, social media, and on-page.
- Managing campaign budgets for optimised ROI.
- Maintenance of all IHM event and news websites.
- Social media engagement and strategy, and planning and overseeing the implementation of a social media strategy for each event.
- Coordinate event ticket sales
- Speaker / exhibitor / sponsor / media partner contact and liaison
- Designing and implementing post-event audience surveys.
- Being creative with marketing flair to write engaging e-shot promotional copy
- Supporting the sales function to identify potential advertisers, sponsors and exhibitors
- Liaising with ad designers to manage copy in media partner publications
- Collating media pack ad material, logos, photos etc
- Contribute to future direction of business with senior management
- Join the weekly meeting to review marketing and sales targets achieved and outlook
- Decide on all event branding and work closely with the Operations Manager to implement
- Support and attend industry events as directed
- Continually improve e-marketing techniques and web content communications
- Identify and engage Editorial support to drive commercial sales where required
- Engage and build company social media followers / channels – LinkedIn, Twitter

Candidate Requirements:

- Educated to degree level (preferred but not essential)
- Previous marketing role experience
- Possess exceptional communication and analytical skills
- Work with autonomy and as part of a team
- Self-motivated, with a strong desire to succeed
- London based (preferred but not essential)

To apply, please email your CV in the first instance to: info@internationalhospitality.media

No agencies please