



Marketing Director

Location: Brighton & Hove

Working hours: 35 hours hybrid with 3 days in the office

Salary: up to £110k DOE

Role Overview:

An experienced, people-first leader of a multi-disciplined marketing function. With a strong focus on collaboration, the role will lead the creation and execution of strategies and plans that are both aligned with wider organisational objectives and coordinated across marketing disciplines. IMEX has a skilled marketing team spanning brand and show campaigns, partnerships, content, creative design and digital activation across all key channels. Having been through a period of change over the past year, we are looking for an experienced individual to continue this journey, to embed new ways of working and to nurture and empower the team to continuously mature and improve marketing capabilities.

Marketing leadership requirements:

- Develop marketing goals, strategies, and metric-driven priorities in line with Company's vision and goals.
- Establish clear positioning and brand proposition that promotes IMEX's proposition to 'build better human connections all over the world.'
- Own IMEX's engagement framework, across shows, brand, and partnerships, to ensure we have a relevant and motivating voice across all core customer audiences throughout the year. Both within and outside of Show cycles.
- Develop and lead the marketing function's ways of working to drive both operational excellence and a transparent visibility of activity and impact.
- Work closely with operational leaders (Sales, Hosted Buyer, Education track leaders) to ensure IMEX is positioned as an industry-leader in the global meetings and events industry and a 'must-attend' on the schedule of all those involved in the industry.
- Shape a coordinated approach for the collation, interpretation and insight sharing of industry and customer insights ensuring the collective knowledge and expertise within the organisation is both shared and informed.
- Drive the use of performance reporting and analytics to optimise marketing activity and customer experience.

Team Leadership and development:

- Provide the considered voice for marketing to input / guide wider business decisioning and focus
- Lead, mentor, and empower managers and team members across the multi disciplined marketing function.



- Provide clear guidance to team, and wider functions, on prioritisation of workload and resources, including being point of escalation when required
- Support team members in critical thinking to ensure plans and decisions are developed from a rational and data driven perspective rather than habit and emotion.
- Create a culture of collaboration, creativity, accountability, and continuous improvement.
- Provide clarity of direction while encouraging ownership.
- Foster psychological safety and high performance through mature, emotionally intelligent leadership.

Overall Marketing Strategy

- Develop a coherent marketing strategy for IMEX, aligning with business strategy and commercial / growth goals
- Ensure integrated planning across brand, shows, partnerships to create a single view of IMEX audience engagement – including existing and future audiences
- Capture and translate market insight, audience intelligence and performance data to inform future planning and prioritisation
- Work across teams to ensure that content is created across all formats (verbal, visual and multi-media), is informed by IMEX strategy as well as changes to both industry and audience sentiment
- Champion audience-centric thinking within the team and wider business.

Show Marketing:

- Guide the development and execution of an end-to-end marketing plan for each of our 2 flagship Shows.
- Oversee both acquisition and retention campaigns across all core audience types (exhibitors, visitors / buyers, speakers, and press).
- Ensure campaigns are activated across all relevant channels and are insight-driven and measurable.

Brand Marketing:

- Guide and support the brand planning and campaign ideation / deployment ensuring consistency across all visual and verbal aspects of our brand platform.
- Work with leadership to ensure the IMEX brand develops inline with organisational goals to maintain our positioning as industry-leaders.

Partnership Marketing

- Engage across wider IMEX stakeholders to support the identification and development of partnerships that support and help deliver Brand and Show goals.
- Work with the Partnership Marketing Lead to develop marketing and sponsorship campaigns with key partners to extend reach and engagement with our existing and future audience groups.

Content development:



- Oversee the content strategy to ensure both long-form and short-form content is aligned with broader marketing strategies
- Manage a centralised editorial capability to ensure all content and assets delivered across the organisation consistently promotes IMEX's tone of voice and progressive nature.
- Ensure all content is adapted for relevant audience, delivered through the right channels and works hard for IMEX by developing with distribution in mind

Creative design:

- Ensure high-quality, on-brand creative output across all multimedia channels
- Support the collaboration between Creative and operations to ensure the IMEX brand is reflected effectively on-site at the IMEX Shows

Digital Activation:

- Support the drive the digital activation strategy across web. Social, apps, email, and emerging platforms
- Champion marketing technology, automation, and digital innovation across IMEX

You will thrive in this role if you are:

- A strategic thinker with strong commercial and analytical skills, able to translate insight into clear priorities and measurable impact.
- A wise, emotionally intelligent leader who listens deeply, builds trust, and supports people to grow.
- Low ego and team centred, celebrating collective achievement and empowering your team to succeed.
- Experienced in leading a multi discipline marketing function, with a track record in integrated planning and driving high quality brand and campaign execution.
- Comfortable embedding new ways of working, bringing steadiness and consistency rather than constant reinvention.
- Diplomatic and collaborative, able to build strong relationships across departments and with external partners.
- Creative yet data led — blending intuition with insight to guide decisions and optimise performance.
- Aligned with our values, putting people first, achieving together and leading the way with kindness, curiosity and integrity.
- An excellent communicator – able to simplify complexity, ask insightful questions and adapt your style to different needs.