



Head of Marketing Campaigns (Marcomms)

Role Overview:

A pivotal role in the MarComms (marketing and communications) team, the Head of Marketing Campaigns has full responsibility for email and web strategy and its execution. They drive the direction of the full spectrum of marketing campaigns from omnichannel content, sales (exhibition/sponsorship) and buyer support, to strategies for media partners and always-on campaigns to successfully drive data, engagement, brand reach, registrations and revenues for our industry-leading international trade shows and brand.

The Head of Marketing Campaigns is a full-time position which manages two Campaign Managers and a Web Manager. The role is part of the MarComms leadership team which is responsible for setting the marketing and communications strategies for IMEX. Collaborating with the other team leads (heads of content, engagement, design, editorial and publications) the Head of Marketing Campaigns uses data to input into the content direction across all channels to achieve tactical and messaging alignment across the full marketing campaigns remit.

Simultaneously working in alignment with the Hosted Buyer, Sales, IT&T and Operations teams to ensure the continuous support and development of strategies, collateral and content to drive registrations, revenues, and customer satisfaction. As well as developing strategies to support Intermediaries in driving group registrations.

The role has accountability for the governance and performance of email and web channels and is tasked with working to continuously improve the email strategy, journeys and user experience from email to web to drive maximum success (data acquisition, engagement, registrations, satisfaction) through leading email content, segment selection, web structure and content, taking a data-driven decision making approach.

Taking the lead on our media partnership and contra strategy across our shows, the role ensures that the IMEX brand and shows are present in the relevant and optimum media brands to drive new data, brand engagement and maximum value from contracted partnerships.



Key Tasks:

- Overall responsibility for IMEX Group’s email channel including:
 - The mapping, building and continual improvement of all shows’ customer journeys.
 - The mapping and the execution of key communications such as newsletters
 - Building nurture campaigns to drive engagement and convert data to customers.
 - Using data and performance to enhance journey performance
 - Identifying new journeys and target markets, planning and building the journeys
 - Ensuring data and segmentation is accurate and optimised.
- Digital journey strategy and management—overseeing the UX of the email to web journey ensuring a seamless experience that results in data acquisition or registration
- Strategic campaigns management—managing the alignment of multi-channel tactics in campaigns ensuring messaging effectiveness and execution alignment.
- High performing copy writing—writing performance-driven copy for email and web that achieves engagement and results.
- Buyer strategy and support—working closely with the Hosted Buyer team to understand business objectives, and plan strategic and targeted marketing to meet these objectives.
- Media partnership strategy—negotiating and contracting high-performing partnerships—measuring performance and being data driven in decision making.
- Sales marketing strategy—working in collaboration with the Sales team to build a plan that drives the maximum commercial success from our shows and digital assets.
- Working closely with the MarComms leadership team to identify optimisation opportunities across all campaign channels
- Delivering timely and accurate reporting and data insight that looks at tactical, journey, campaign, channel and strategy performance.
- Working with and managing third-party agencies to drive the performance of campaigns
- Working with the Marketing Director to identify commercial opportunities across campaign tactics and channels



Skills and Experience:

- Marketing campaign management (ideally B2B events)—ability to plan end-to-end marketing campaigns and effectively flex plans based on performance to deliver maximum results.
- Email automation expertise—at least three years' experience of working with email automation platforms (ideally Microsoft Customer Insights Journey). Understanding of how to use automation tools to drive engagement and results
- Strategic email journey build and management experience—the ability to build, enhance and deploy automated journeys and integrated email campaigns that drive results.
- Experience in writing high performing copy for email and web that drives engagement, registrations and SEO.
- Web to email user journey strategy and optimisation—understanding of best practice and techniques to drive traffic, engagement and registration
- Direct line-management experience—previous experience of having a team (minimum two) of direct reports, ensuring their day-to-day deliverables are met to the standard of the business
- Project management experience—previous experience of managing projects, ensuring that deadlines are met with a high degree of stakeholder management
- High performing digital marketing copy writing skills (email, web) that are commercially led and results driven.
- Data-driven reporting and analysis—expertise in analysing reports, interpreting data and making decision and changes based on data and results
- Collaborative working—strong experience in cross-departmental projects and support Aligning and supporting other teams to deliver on team and show targets, and business objectives

Who are you?

- Three-plus years' marketing campaign management with proven results (ideally within a B2B or events environment)
- Three-plus years' automated email marketing leadership
- Strong experience of how to design and build successful B2B email campaigns and journeys that deliver increased engagement and sales
- A proven record and knowledge of the latest email performance techniques and email and web copy writing skills that deliver optimum results



- Experience of managing a small marketing campaigns team, leading, coaching and training to high performance.
- An owner and driver of email governance who stays up to date on best practices
- Able to lead the way in email marketing campaigns and journeys—with the ability to build a show and always-on email strategy that supports business objectives
- Demonstrable experience of supporting and driving commercial value through marketing sales strategy (ideally events' sponsorship and exhibitions)
- Strong negotiation skills to forge partnerships, contra agreements that increase brand engagement and visibility
- Hungry for continuous improvement, staying up to date with the industry leading models and approaches that ensure that IMEX is also continuously improving