



Mar-Tech Manager

- **Location:** Brighton & Hove (minimum 3 days a week in the office with flexible working hours)
- **Salary:** Up to £50k DOE

Working at the heart of the global meetings and events industry is a collaborative, innovative and passionate team delivering two world-leading trade shows each year, one in Frankfurt and one in Las Vegas with over 30,000 attendees. Thousands of global meetings industry buyers and suppliers have been making meaningful business connections at our shows in Frankfurt since 2003, and in Las Vegas since 2011. We live and breathe our values and work hard to be the industry leaders in what we achieve and deliver each year.

This year we ranked in the Top 10 Sunday times best places to work in 2025! Check us out on social media to see what we do & why we love working here!

Role Overview:

We are seeking a technically skilled and hands-on professional to take full ownership of our MarTech stack, with a strong focus on configuring, integrating, and optimising platforms such as Microsoft Dynamics Customer Insights, Google Analytics, and Microsoft Clarity. This role exists to empower the Marketing Communications (Marcomms) team to maximise the value of our technology, ensuring they can deliver high-impact campaigns and customer experiences. The successful candidate will understand the full capabilities of these tools and configure them to unlock their potential, acting as the technical bridge between Marketing Communications and IT & Transformation to align business objectives with robust technical delivery.

Skills & Experience:

- Proven experience in technical configuration and administration of Marketing Automation platforms (Microsoft Dynamics Customer Insights highly desirable).
- Strong understanding of data integration, API connectivity, and ETL processes for marketing use cases.
- Familiarity with web analytics tools (Google Analytics, Microsoft Clarity) and their technical setup.
- Ability to design and implement data-driven personalisation and segmentation strategies.
- Experience building technical roadmaps and managing platform evolution.
- Excellent stakeholder management and ability to explain technical concepts to non-technical audiences.
- Organised, methodical, and detail-oriented in translating business needs into technical delivery.
- Knowledge of omni-channel marketing strategies, customer journey mapping, and data privacy compliance.



Who are you?

- You are a proactive, technically minded individual who thrives on turning complexity into clarity. You're passionate about marketing technology, data-driven decision-making, and enabling teams to deliver exceptional customer experiences. You're collaborative, curious, and always looking for ways to improve.

Key Responsibilities

Take ownership of the end-to-end technical configuration, integration, and optimisation of various MarTech tools including Microsoft Dynamics Customer Insights, ensuring seamless connectivity with data sources and enabling the Marcomms team to deliver fully orchestrated omni-channel marketing experiences.

Platform Configuration & Design

- Take full ownership of the technical configuration, integration, and optimisation of Microsoft Dynamics Customer Insights and other MarTech platforms.
- Maximise the potential of our MarTech tools via the design and configuration to enable advanced segmentation, personalisation, and campaign performance tracking.
- Continuously monitor and implement new feature releases and technical enhancements across Dynamics and related MarTech tools to maximise capability.

Marketing Data Enablement

- Work with our in-house Senior Data & Insights Manager to design and manage data flows that empower the Marcomms team with actionable insights across all marketing channels.
- Analyse platform performance and campaign data to identify trends, optimise technical configurations, and inform strategic decisions.

AI & Automation

- Keep abreast of emerging AI-driven features and automation capabilities within MarTech platforms.
- Evaluate and implement AI functionalities to enhance targeting, personalisation, and predictive analytics for marketing campaigns.

Stakeholder Engagement & Technical Leadership

- Translate marketing and business requirements into robust technical specifications and solutions.
- Communicate technical progress, risks, and outcomes clearly to non-technical stakeholders.
- Confidently lead technically driven projects, ensuring alignment between Marcomms objectives and IT standards.

Performance Measurement & Reporting

- Define and track advanced KPIs to measure marketing effectiveness, customer engagement, and platform ROI.



- Develop dashboards and reporting frameworks that provide clear visibility for both technical and business stakeholders.

Documentation & Support

- Create and maintain comprehensive technical documentation for configurations, workflows, and integration patterns.
- Deliver training and technical enablement sessions to ensure Marcomms teams can fully leverage platform capabilities.

Future Requirements & Scalability

- Collaborate with marketing and business leaders to scope and validate future technology and data needs.
- Ensure all technical implementations are scalable, secure, and aligned with best practices.

If you think this is the role for you please email your CV to recruitment@imexevents.com

(please be aware we can have a lot of applications and we will come back to you as soon as we can)