



Head of Digital Activation

Role Overview:

Develop and lead a team of digital SMEs so that IMEX can deliver integrated campaigns and initiatives ensuring that the right channel is used to expand our reach across target audiences, drive improved engagement and deliver required response. Ensure IMEX's use of digital channels is industry-leading through ongoing innovation and development of best practice planning and execution practices.

Key Responsibilities:

- Create an industry leading digital practice that brings all current, and future, digital channels together.
- Develop Digital strategy to ensure clarity of purpose, current / future usage and relevancy of each channel when engaging with different audience types at every stage of their engagement with IMEX and our shows.
- Provide guidance and management across all channel owners to ensure they are aware of industry trends and are constantly innovating and developing their channel to provide the best digital experience for both IMEX and our customers.
- Work closely with IT&T to understand and enable appropriate platforms to manage the activation and performance tracking across core channels – this will include:
 - Brand / show websites
 - Social platforms
 - Email platforms
 - App platforms
- Manage SEO activity, creating relevant strategies to optimise current and future trends - including management of 'zero-click' engagement and transition from SEO to AI search.
- Create relevant internal briefing and planning processes to ensure channel leads receive relevant and timely briefing on campaign requirements, to inform consistent and collaborative interpretation of and planning for the delivery of those briefs.



- Develop robust performance framework to ensure relevant data is captured across all channels and is processed to enable reporting and insights both from a digital and individual channel perspective.

Skills & Experience:

- Proven experience leading and developing high-performing cross-channel digital teams.
- Strong people management skills with the ability to coach, mentor, and inspire.
- Low ego, collaborative leadership style that fosters trust and psychological safety.
- Brings a steady, thoughtful presence to team interactions, demonstrating emotional intelligence and fostering respectful, productive collaboration across diverse stakeholders.
- Deep understanding of digital marketing channels including websites, social media, email, and apps.
- Experience developing and executing integrated digital strategies across multiple platforms.
- Strong grasp of SEO, including emerging trends like zero-click engagement and AI-driven search.
- Ability to create and implement best practice planning and execution frameworks.
- Highly data-savvy with experience in building and managing performance frameworks.
- Ability to interpret digital data and translate it into actionable insights.
- Experience of creating internal briefing and planning processes to align teams and ensure consistent campaign delivery.
- Passion for innovation and staying ahead of digital trends and, based on strong data evidence, identify relevance and potential purpose within the wider channel mix..
- Ability to guide and challenge channel owners to continuously improve and evolve their digital practices.
- Background in events, exhibitions or communities is helpful, with an understanding of how digital activation supports audience engagement before, during, and after events.