



JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. The duties listed in this document are not exhaustive and you will be expected to undertake other duties as requested by your line manager from time to time.

Job Title	Marketing & Events Executive	Team	Events
Contract Type	Full time (37.5hrs per week)	Location	Flexible
Date Close	8 March 2022 17 March 2022	Salary/Range	£19,000 - £20,000

About The Meetings Industry Association:

The Meetings Industry Association (mia) is the principal association supporting and growing the business meetings and events industry in the UK, and the keeper of AIM, the UK's only recognised quality standard for the meetings industry. Members are supported with research, education and training that, through a multitude of networking opportunities, helps to grow and strengthen their business.

Main purpose of the role:

To support the creation, development and management of the organisation's annual event programme. To create content for social media channels, marketing campaigns, website and monthly newsletters to raise awareness of the mia, its activities and events.
Assist with all pre and post event organisation including production of delegate lists/badges/programmes/ surveys. Attendance at events including operating a registration desk and liaising with venues & speakers as required. Support venue selection and contract negotiation. Assist with marketing the events programme through invitations, social channels, emails and newsletters.
Ensure the website is up to date and maintained, create new pages as needed using original, compliant, copy and images.
Track and analyse performance of website, email and digital platforms. Produce regular reports and analytics on performance.

Staff managed: None

Reports to: Event Manager

Essential requirements – Knowledge Skills & Experience

- Excellent written and verbal communication

- Good attention to detail and strong copywriting skills
- Experience of working within the business meetings and events sector
- Campaign creation and development
- B2B social media, particularly using Twitter and LinkedIn
- Designing and creating content for digital platforms and social channels
- Data analysis and reporting on trends and performance
- Knowledge of email marketing platforms
- Developing web content and use of content management systems
- Good organisational, written and verbal skills
- Able to establish and maintain good working relationships with other staff members, stakeholders, members and suppliers

Essential Personal Style and Behaviours

- Excellent communication skills
- Ability to support and inspire others
- Able to multi-task and meet deadlines
- Attention to detail and commitment to quality
- Ability to get things done within tight deadlines
- Good time management
- Flexible and adaptable
- Ability to prioritise and work under pressure
- Ability to initiate process and achieve results
- Willing to learn and develop
- Confident communicator
- Team player

This role requires attendance at events and occasional overnight stays.