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.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Marketing Executive</th>
<th>Team</th>
<th>Cross organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Type</td>
<td>Full time (37.5hrs per week)</td>
<td>Location</td>
<td>Flexible</td>
</tr>
<tr>
<td>Date Close</td>
<td>18 July 2022 25 July 2022</td>
<td>Salary/Range</td>
<td>£21,000 - £24,000</td>
</tr>
</tbody>
</table>

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, training, events and a multitude of networking opportunities, which helps to grow and strengthen their business.

Main purpose of the role:
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 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: Chief Executive

Essential/ Desired requirements – Knowledge Skills & Experience

Essential
- Excellent written and verbal communication
- Good attention to detail and strong copywriting skills
• 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
• Developing web content and use of content management systems
• Good organisational, written and verbal skills
• Able to establish and maintain good working relationships with team members, stakeholders, members and suppliers

Desired
• Experience of working within the business meetings and events sector
• Knowledge of email marketing platforms
• Events marketing experience
• Experience using Canva

---

**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.