



Marketing Manager

Job Description

To Apply

Please email hello@weareisla.co.uk with your CV and a short note* to introduce yourself and tell us about the worst sustainability campaign you've seen, and why you think this. Please submit by **midday on Monday 7th March**. This position may close early due to the pending volume of applicants.

*We're happy to receive video, audio or written notes with your CV. For audio or video, please keep these to a max of two minutes.

Who we are

We're [isla](#), the UK event industry sustainability body, a fast-growing nonprofit startup that exists to accelerate the event industry's transition to a sustainable future.

Our focus is industry-wide collaboration to tackle the global climate crisis through collaborative and industry-specific action.

Our aim is to drive rapid change on a large scale by engaging the full spectrum of the industry; from brands and agencies to suppliers and venues, exhibition organisers to event support services.

We offer practical guidance and support, develop and run exciting projects to help move the dial forward, and have a number of products & resources that benefit the whole industry, helping us realise our shared sustainability ambitions.

You can read more about our aims and ambitions [here](#).

Company culture

We're a young organisation and we're developing our company culture as we grow, ensuring we remain open, constantly learning and are inclusive. We want our team to play a key part in shaping culture, ensuring the company not only promotes social and climate justice, but lives it too.

As a member-supported organisation, we value transparency and active listening, whilst staying true to our core aims of aligning the event industry with global climate goals.



Specifics of the role

We're looking for someone ambitious who enjoys communicating and is motivated by the subject matter, as well as being analytical, reflective and can critique constructively. We want someone who is familiar and comfortable working at a fast pace and enjoys having targets to work towards.

Most of all, we're looking for someone who understands the value in our ambitions and supports our plans for the industry, recognising that the greater *isla's* reach, the bigger our impact.

We need someone to manage our marketing and communications, supporting our wider growth plans and business generation. You'll need to have a good understanding of the UK event sector, a passion for environmental sustainability and experience in bringing people on a journey through communication.

Day to day responsibilities will include:

- **Ownership** - Leading the execution of multi-channel Sales and Marketing campaigns from start to finish; developing key messaging for products, services and initiatives; coordinating *isla* team, PR, and design agency.
- **Budgeting** – Forecasting, managing and reporting on marketing spend.
- **Reporting** - Measuring and reporting on the effectiveness of sales and marketing initiatives to gain insight and optimise; managing the CRM and producing regular sales pipeline reports; creating regular reports of web traffic and owned and paid channels. Supporting the Growth Lead to report on conversions and revenue to refine growth and marketing strategies.
- **Pipeline** - Working with the Growth Lead to support pipeline conversions.
- **Relationships** - Managing existing and building new relationships with key media partners, and managing sponsorship opportunities.
- **Social Media** - Managing channels day-to-day; creating, planning and executing social media strategy in line with broader growth strategy; delivering reactive topical content; growing our following; expanding into new platforms; analysing, reporting and adapting strategy to increase quality growth and engagement.
- **Events Support** - Supporting the Growth Lead in researching and keeping on top of upcoming events, identifying where we should have a presence and supporting / managing activating *isla* at those events.

- **Content** - Creating written content from briefs and guided by overall strategy and objectives; writing guides, how to's; infographics, blogs and interviews; requesting and managing partner and collaborator content; thought leadership; market reports; surveys; press releases and member success stories.
- **Website** - Short term maintaining the current website and updates (WordPress) Medium-longer term, working with the wider team on launching our new website managing ongoing updates. *Experience with WordPress is desirable but not essential.*
- **Member success** - Support our Community Lead to promote the work of our members by preparing case studies, testimonials, interviews, focusing on execution and identifying the best channels and opportunities for communicating them.
- Outsourcing further marketing support and PR as needed.

Experience

Experience in the events industry and a passion for environmental sustainability is essential. Experience of working in a membership organisation would be beneficial but not essential.

Must have excellent writing ability and should be able to demonstrate this on request. Experience with CRM systems, G-suite, CMS like WordPress and Mailchimp, and social media platforms are essential.

Have excellent knowledge of various aspects of marketing, including brand marketing, PR, content management, digital marketing & performance marketing.

5+ years relevant experience within the events industry or 3+ years in a similar role.

Key Skills & Characteristics

- 👂 A calm and clear communicator
- 🧑‍💻 Able to multitask and prioritise
- 💬 Knows their way around social media
- ✍️ Excellent writing skills, i.e. presentation, articles, reports
- 🌱 An understanding of climate issues & eager to learn more
- 💡 A relationship builder - diplomatic, an active listener and confident speaker
- 😊 Conscientious, can work autonomously but also enjoys working with a team
- ➡️ Proactive



Further details

Salary:	£35,000 - £38,000 DOE per annum
Position:	Full Time
Start Date:	ASAP
Probation:	Three months with one month notice period. Following probation, three month notice period
Holiday:	25 days a year holiday + bank holidays
Location:	UK wide. We are currently a remote team and will remain so in the medium term. Occasional travel to London for in-person meetings and working days may be required up to one day per week.

Recruiting Diversely

We are actively recruiting from all communities for this role, and building towards an inclusive culture. We aim to serve the needs of our staff within a supportive, respectful and just culture.

We welcome applicants from all backgrounds and encourage anyone who believes this role would suit them to apply as their authentic selves without fear of prejudice.

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