

Marketing Executive

Salary: Dependent on experience and skills

Contract type: Permanent, Full-time

Location: Redhill, Surrey

Reports to: Marketing Director

Who We Are

Quartz is a leading organiser of B2B exhibitions and conferences as well as a publisher of market-leading business magazines and directories that truly support the industries they serve.

Quartz Group encompasses three companies: Quartz Business Media Ltd, Quartz Business Events Ltd, and Quartz Sequoia Events. The industries that Quartz currently serves include Aluminium, Cleaning & Hygiene, Physical Activity, Glass, Oils & Fats, Steel, Tobacco, Vaping and Sustainable Manufacturing.

Our Values

We are more than just a workplace; we offer a vibrant community fuelled by a “family-like” ethos.

Our core values - trust, integrity, passion and teamwork – are the driving force behind everything we do, together with a relentless “can-do” attitude, an unwavering determination to succeed, and an unyielding focus on prioritising our customer’s needs.

Our Offer

Working at Quartz is an exceptional opportunity for ambitious and passionate individuals. Our entrepreneurial business model creates an exciting and fast-paced environment where every idea is valued. We offer a supportive atmosphere perfect for career growth, with a professional yet flexible working environment that encourages and rewards hard work and commitment.

We have a hybrid working arrangement, with 3 days in our office in Redhill and 2 days working from home. Alongside this, we offer the option to choose your preference in working hours; 8am-4pm, 8.30am-4.30pm or 9am to 5pm, to what better suits you.

Not only that, but we are proud winners of the Exhibition News Awards “Employer of the Year” for 2024!

Our culture is second to none, with a friendly and approachable team waiting to welcome you! To hear from our team on what makes Quartz so great, visit our website: [Quartz Business Media | Our people & culture \(quartzltd.com\)](https://www.quartzltd.com).

The Role

Reporting into the Marketing Director, the successful candidate will be responsible for supporting the marketing campaigns and processes across a number of portfolios and should progress in time to be implementing campaigns with minimal assistance. This is the ideal role for an ambitious marketing assistant looking to take a step up, learn and develop or a marketing executive looking to gain vital experience, and take on more responsibility.

Core Responsibilities

- **Campaign Delivery:** Planning and delivering cross-channel marketing campaigns, with support of the Marketing Director, in line with the event or project objectives.
- **Marketing Content:** Writing and proofing copy for a range of marketing platforms and materials including advertising, email, social media, PR and website.
- **Campaign Management:** Managing the planning and execution of email campaigns and creating customer journeys for events from start to finish.
- **Market Research:** Assisting with market research to support the creation of marketing plans and collateral, such as sales brochures, editorial content, and customer questionnaires.
- **Review & Recommend:** Continuous monitoring and evaluation of digital campaigns/channels and marketing emails making recommendations to improve performance and drive ROI.
- **Marketing Materials:** Assisting with the design, production, print and distribution of all promotional materials relating to the portfolio.
- **Media Partnerships:** Negotiating and executing marketing partnerships with media, associations and event partners.
- **Event Promotions:** Communicating with exhibitors and sponsors to encourage third party promotions.
- **Contribution & Idea Generation:** Proactively participating in team meetings, putting forward observations and new ideas to drive marketing and wider team activity success.
- **Supplier Liaison:** Liaising with a range of suppliers including designers, printers, data build companies and website agency.
- **Project Support:** Supporting Marketing Director with day-to-day tasks and helping with various ad-hoc projects.
- **Website Maintenance:** Maintaining and updating product/event websites.
- **Data Management:** Maintaining and updating customer databases whilst ensuring customer data is correct and accurate. Building new customer data through analytics, LinkedIn and other networking tools.
- **Competitor Management:** Monitoring competitor activity to gain insights into other marketing practices.
- **Team Collaboration:** Liaising with different internal departments to obtain information which will help deliver a strong marketing message, including Editorial, Sales and Ops.
- **Event Support:** Assist with competitor trade show preparations and attend events as required.
- **Strong Output:** Ensure high levels of care and customer satisfaction regarding the sector.
- **Admin Support:** Support with any other daily tasks as guided by Directors, to ensure the functionality and coordination of the department's activities.
- **Ad-hoc Duties:** Undertake any other duties as requested.

Key Skills

- **Event Marketing:** Solid understanding of the core event marketing disciplines, with a good knowledge of best practice across email, social media, paid media and websites.

- **Role Appeal:** Has a passion for creative thinking and a strong interest in marketing.
- **Technology:** Proficient in using technology and software tools, including Microsoft Office (Word, Excel, PowerPoint), email software and ideally web software.
- **Collaboration:** Able to work effectively as part of a team, collaborating with colleagues and external partners.
- **Communication:** Exhibit strong communication skills – both written and verbal.
- **Writing Skills:** Excellent copywriting and proofing skills.
- **Content Creation:** Detail orientated and able to demonstrate initiative, determination and creativity.
- **Organisation:** Strong organisational skills with the ability to manage multiple projects and deliver on time.
- **Analytical:** Analytically minded and able to draw conclusions and make recommendations.
- **Pressure Handling:** Ability to thrive in a fast-paced environment and remain calm under pressurised situations.
- **Career Ambition:** Desire to develop your marketing career and a drive to continuously improve your skills.
- **Professional Standards:** Professionalism and an overall positive attitude.
- **Flexibility:** Able to accommodate extended working hours as needed around key show times.

Experience

- **Marketing Experience:** A minimum of 1 year's previous experience in a similar role (marketing events, marketing or events).
- **Education:** Marketing degree/qualification is a bonus, but not mandatory.
- **Software Experience:** At least some knowledge of using either email, website, online survey platforms is desirable.

Interested in this position?

Please send your CV and a cover letter to careers@quartzltd.com. We look forward to hearing from you!