

**For over 10 years, Oxford Global Conferences has produced cutting edge events and congresses for the Life Sciences Industry, annually bringing together over 3,000 industry leaders and solution providers at a senior level, creating the opportunity to partner, network and knowledge share.**



## **Job Specification: Marketing Executive**

**The marketing department** is responsible for forging relations with external clients by producing and executing innovative marketing plans for the company's conferences. As a Marketing Executive you will report to the Marketing Manager and Director, and be responsible for marketing campaigns across the company's product line.

### **Job Description:**

- Promote events in accordance with the agreed marketing strategy, making full use of the marketing mix.
- Manage and execute online and digital activities including:
  - Update and develop event websites.
  - Write strategic copy for e-blasts, adverts, website content.
  - Send marketing campaigns through the company's email marketing platform and evaluating campaign reports.
- Create marketing collateral using Photoshop in line with company branding.
- Creation and placement of event web banners and press releases on relevant online portals and listing sites.
- Identify free advertising websites and ensure relevant Oxford Global events are listed.
- Identify, negotiate and administer contra deals with media partners to maximise event exposure.
- Social Media communications.
- Database management and lead generation.
- Follow up with interested delegates and close registrations.
- Campaign reporting to Marketing Manager.
- Contribute to and develop marketing plans and strategies.
- Assist the Marketing Manager with day-to-day tasks.

### **We are looking for someone with:**

- Previous experience in a similar role (2 years+)
- Degree in Marketing would be an advantage.
- Excellent written and verbal communication skills, excellent attention to detail and a flair for creativity and innovation.
- Driven and professional with an organised and enthusiastic approach to work.
- Experience and understanding of content management systems.

### **Benefits of the role:**

You will receive a basic salary from £20,000-22,000 PA

To the right candidate we provide excellent remuneration, training, benefits and long-term career plan.

Additional benefits include - gym membership, pension scheme, and regular social events.

### **What our staff say:**

*"I joined Oxford Global as a Marketing Assistant, and have since progressed to Marketing Campaign Manager. Oxford Global has given me the chance to learn different things every day which has improved my performance in my campaigns and lead to a promotion. What I like most about the company are my colleagues! There is a great atmosphere at work, people are friendly and happy and there are lots of opportunities to socialize after work, which is fantastic" - Angela, Marketing Campaign Manager*

**Interested in joining the team? Email your CV and cover letter to [careers@oxfordglobal.co.uk](mailto:careers@oxfordglobal.co.uk)**

**Oxford Global Marketing Ltd**

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