



**Job Title:** Marketing Exec for Make Events and HM Events

**Reporting to:** Holly Moore, CEO

**Salary:** £20 – 25k depending on experience

### **The Company**

Make Events and HM Events are a hugely experienced events agency in Manchester who have taken the industry by storm since we were launched in 2012 by founder Holly Moore.

### **Purpose of the Role**

Work alongside the Leadership Team and Content Studio to implement the marketing strategy to appeal to Make Events and HM Events target market using the full marketing mix.

To ensure regular promotion of all current activities, products and services.

Provide interesting industry related content across all digital channels to appeal to our target market.

To update all social media channels and the website.

Report monthly on all activity.

To act as a brand ambassador within House of Make welcoming guests and creating the ultimate experience.

### **Website Content**

1. Writing of blogs and case studies.
2. End of month reporting using Google Analytics
3. Updates to website when required

### **Social Media**

1. Post across all channels – Instagram, Twitter, Facebook, LinkedIn, Tik Tok and Pinterest.
2. Find and engage with ideal clients.
3. Grow followers.

### **Marketing / Employee Engagement Events**

1. Support to organise marketing and employee engagement events.
2. Help find and manage sponsors.
3. Managing attendance programme.

4. Creating content on the events.

#### **Admin**

1. Carry out day-to-day admin including answering emails, phone calls, and general sales and marketing admin.
2. Attend meetings with Holly and take notes, following up on all tasks.
3. Assist Holly with presentations and speaking engagements.
4. Sales and marketing research.
5. Liaise with local press.

#### **Essential Skills, Knowledge & Experience**

1. Use of CRM system; HubSpot being an advantage.
2. Excellent Microsoft Word, Excel, PowerPoint and Outlook skills.
3. Proven use of Facebook, Twitter, Instagram, Tik Tok, Pinterest and LinkedIn for business.
4. Use of social media scheduling tool.
5. At least one year's experience in a similar role.
6. Excellent spoken and written English skills.
7. Attention to detail.
8. Flexibility with hours and weekends.
9. Clean driving license and own transport that they would be able to use during work hours.

#### **Further skills, not necessary but an advantage:**

1. Knowledge of Office 365
2. Photoshop
3. Keynote
4. In Design

#### **Make Events Culture**

- Think about Make Events brand values and apply this to everything you do
  - Magic Touches
  - Confidence
  - Get Stuff Done
  - Anything is Possible
- Support the company vision – to create the ultimate experience.
- Take responsibility for your own learning and development, maintaining and improving knowledge of the events industry.
- Be fully immersed in the industry and enjoy all of the opportunities that it brings you.
- Follow the Make Events & HM Events company ethos of work hard, be nice.