

Job description

Job Title: Business Development Executive

Team: Business Development

Reports to: Director of Business Development

Date: December 2017

Purpose of Job:

To manage the best events possible and develop the effectiveness of our digital and social media marketing.

Work will include managing events, emarketing creation and delivery, events communications, CRM data cleansing, social media and website content to continually portray and build our brand, culture and capabilities.

Continual review success to help develop new business, growth and innovation.

Main Activities:

- Plan, communicate and execute great seminars, webinars and events.
 - Shadow and assist the Events Manager and Events Executive with the aim to manage events.
 - Create events plans and adhere to project timelines
 - Assist in the fulfilment of marketing collateral/branding/equipment for each event
 - Manage all emarketing/social communications for each event
- Communicate consistently with the wider events/BD team to ensure all events are delivered to the highest standards.
- Continually assess events to ensure we are improving attendance and help teams to maximise their return on investment from each event
- Help manage the production of our emarketing campaigns to our target markets including pre/post event, eNews and legal updates emails.
- Learn from all results/analytics to report on their effectiveness and improve communications and engagement.
- Help manage our social media channels, content and analyse success. Support the delivery of training to maximise engagement and improve reach.
- Help maintain and review the firm website content to ensure it constantly reflects our brand, key messages and latest updates.
- Be the guardian of CRM data quality. Including cleansing, list import and emarketing list creation.
- Support our designer with presentation design and delivery, proposal amends and photo resizing for social and emarketing.
- Being a strong team worker who is comfortable working with people at all levels of a professional organisation.

Knowledge / Skills / Experience:

- Event management or marketing background essential
- Degree level educated desirable
- Strong understanding of digital communications and media channels essential
- Business experience (desirable), including marketing and communications
- Knowledge of marketing / BD processes for professional services desirable.
- Knowledge, understanding and experience of business to business event management desirable
- An excellent communicator
- Ability to work cross-functionally across the business for different teams
- Self-motivated with the ability to work autonomously as well as part of a team
- Great interpersonal skills with the ability to work with people from a variety of social and economic backgrounds
- Strong attention to detail and administration/organisation skills
- Excellent writing skills, communication and project management skills.
- An eye for design and maintaining the brand looks and feel.
- Planning, organisation and time management skills.
- Able to receive and assimilate critical feedback.
- Able to multi-task in a fast paced environment while functioning as a member of a highly collaborative team.
- Ability to work under pressure.
- High level of literacy in IT and marketing systems - Excel, Word, Outlook and Powerpoint is essential; experience of CRM and Adobe Creative Suit design software would be beneficial
- a valid UK driving licence is essential
- out of ours/weekend work required sporadically
- Must be willing to travel across the North East

Behaviours:

- Uphold Muckle values and act in accordance with the firm's Equality, Diversity and Inclusion policy.
- Contribute to a safe working environment by being aware of, and adhering to, the health and safety requirement in accordance with the firm's health and safety policies.
- Professionally presented.
- Build trust, credibility and confidence.
- Collaborate well with others to meet objectives and are open to suggestions that allow you to produce superior work.
- Commercially focussed.
- Strict attention to detail.
- Drive for results and achievement.
- Ability to learn quickly, conduct research, assimilate information and turn thoughts into written word.
- Excellent time management abilities; able to prioritise time and resources efficiently, and prepare for and welcome the unexpected.
- Works well under pressure and with tight deadlines.

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.