

## **Head of Marketing**

### **About Us – dmg events**

dmg events is an international exhibitions and publishing company. We attract more than 425,000 visitors to our global portfolio of 80 exhibitions each year. Through our global events, our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.

If you have personal flair and energy, a customer focused approach to business, are committed to excellence and are interested in creating a marketplace in which leading organizations can meet clients, and share innovative ideas for business and technology, then you might be the right candidate for dmg events.

### **Job Purpose**

Based in Calgary, you will be responsible for shaping, building and executing the marketing strategy for events within Canada Energy Portfolio. This is a crucial time for the energy industry as it rapidly adapts and evolves to meet net-zero ambitions across the globe as part of the energy transition. dmg events is committed to playing a key role in bringing together the major stakeholders to meet critical decarbonisation goals.

You will be responsible to oversee all aspects of marketing activity for the Canada Portfolio of events at a product and corporate level, to establish best practice marketing.

### **Typical Responsibilities**

- Oversee the portfolio corporate marketing activity including branding
- Plan and execute visitor, delegate and exhibitor marketing campaigns on time, to budget as agreed in consultation with the Senior Vice President and Sales Director across the entire portfolio
- Produce time and action plans for all campaigns, regularly review, forecast, monitor spend and report effectiveness of these plans
- Provide integrated marketing support for the exhibition /sponsorship/delegate sales teams when required
- Co-ordinate and manage a range of supplier relationships including creative designers, website developers, the media, data houses, registration companies, printers and mailing houses
- Manage a PR Consultancy where relevant and budget dependent to fulfil an international PR plan corporately for each of the portfolio products
- Manage, develop and maintain all product websites
- Implement and manage extensive social media campaigns by event and portfolio
- Implement a strong digital marketing plan to guarantee reach and data capture
- Produce effective advertising, marketing and sales collateral for all products – including copywriting, design, production
- Develop relationships with trade associations, media, regulators and industry organizations to foster support for events
- Database management, development and list sourcing
- Develop, negotiate and fulfil contra agreements with media partners, associations and supporters
- Liaise with all team members and stakeholders on items containing event branding
- Attend meetings with key event partners – associations, sponsors, media
- Monitor competitive activity and attend competitor events when required
- Manage our participation at competitor events when required

- Conduct or commission relevant market research for each product when required, measure customer satisfaction and identify event development opportunities
- Assist the Event Management team to identify product development, sponsorship and branding opportunities that deliver new customers and visitor groups
- Oversee development of the business' online activities
- Manage, motivate and develop the marketing team. Ensure that each member of the team continues to understand the latest marketing trends and constantly looks to make communications more efficient by testing new ideas
- Work closely with the marketing teams in other areas of the business to pro-actively develop cross-promotional opportunities

**You'll have:**

- At least 5 years year's demonstrable experience at management level in events
- Knowledge of B2B exhibition and/or conference market
- Degree educated
- Detailed knowledge of marketing best practice
- Understanding of data protection issues
- Experience of developing an online strategy
- Experience of auditing existing procedures and introducing new procedures
- Experience of managing and mentoring team members
- Ability to network and liaise with senior people/trade bodies and associations
- Anticipation of market trends and proactive market involvement

**You'll be:**

- Strong communication skills– excellent written English and verbal communication skills, report writing and presentation skills
- High level of ability to multi-task and thrive under pressure
- Ability to manage expectations for multiple stakeholders, both internal and external
- Administration and Organisation
- Time Management
- Detailed understanding of marketing principles
- Ability to work within a target driven market place
- Self-motivated / Innovative / Creative
- Good team working ethics
- Competitive analysis
- People management skills
- Analytical skills
- Availability to travel
- Team player – Work closely with all departments across the business
- Empathetic Manager – Build, coach and mentor a team to ensure they have the correct skill sets to fulfil their role to the high standards dmge set

**To apply for this position, please click on the link below:**

<https://www.dmgevents.com/jobapplication/?hashcode=dmgevents&id=4757639>