

What is an Events Marketing Executive?

One of the most enjoyable parts of working in the events industry is the marketing of it! Once you have a fully formed exhibition or conference that's shaping up to rock the industry, then you need to get people through the doors. How do you do that?

Creating an engaging and up-to-date website, maintaining a good database for emails, managing top notch PPC campaigns and driving organic traffic to a variety of social media platforms... those are all things most events marketing executives will be doing. This role is very generalist – you'll get a wide range of experience across events that will really kickstart your career.

You also might get the chance to travel to some of the events you work on. Where would you like to go - Europe? Asia? The US? Our clients have put on events across the world.

Requirements

As usual with graduate roles we work on, a degree would be beneficial to your application but is not essential. We'll cover this later, but if your degree covers events, marketing and/or the sector that events you'll work on cover, then that would be a bonus point for you. However, if you don't have a degree, please keep reading!

Above all, our clients are looking for naturally inquisitive and creative minds who will be able to develop their marketing content. Obviously, you'll need the usual transferable skills – communication, organisation, time management and teamwork are all key to success as an events marketing executive.

It would also be good for you to have knowledge of events or marketing – that could be from a degree in those areas, or previous work experience such as an internship that exposed to you one or both of those.

It would also be desirable to have knowledge of the sector you'll be going into; for example, if you're working on events in the finance sector then either a degree in that subject or demonstrable personal interest would help you stand out.

Salaries and career progression

The salary for an events marketing executive is usually in the range of £26,000 - £28,000. After around 12 months in the role, you could expect a promotion to senior marketing executive, which could bump your salary to around £30,000 to £32,000.

When you start to progress your events marketing career and gain more experience, there are a few different paths you could take. You could keep being a generalist and eventually move into the strategic side of the events world, or you could decide to specialise in an area that most appeals to you – SEO or PPC, for example. Whatever you decide, our clients will support your continued development.

Sound good? Contact Josh Lake at Josh.lake@media-contacts.co.uk to find out more about current vacancies.