



Marketing & Events Manager

FTC 12 months

Team	Marketing
Location	London and Birmingham (with smart working)
Reports to	National Marketing Manager

Overall purpose of the job

We are looking for an experienced Marketing & Events Manager to join a leading global real estate adviser on a 12-month Fixed Term Contract covering maternity leave.

If you are a committed team player who flourishes when you have projects to own, has a creative eye for detail, a passion for events and are a natural communicator we look forward to hearing from you.

Main duties and responsibilities

Reporting to the National Marketing Manager you will be leading our in-house events team, integrated into the UK Marketing and Communications team. Engaging with internal and external stakeholders, you'll likely to spend your time:

- Oversee, develop and deliver the UK programme of events (both virtual and in-person) while supporting our brand and business objectives
- Managing and delivering a variety of events including international conferences, seminars and briefings, networking events, industry charity and sporting events, round table discussions, client entertainment and webinars.
- This role is responsible for ensuring that all events and client experiences are delivered within budget, are appropriately supported and promoted for maximum impact and return on investment.
- Managing one direct report, a Marketing Executive based in London.
- Using email marketing platform and CRM system to develop targeted lists and build the brand with a strong digital campaign journey, providing data insights to influence decision marketing and future event strategy.
- Work closely within the marketing team and subject matter experts to develop event ideas as part of wider marketing campaigns that meet business objectives in a creative and engaging way.
- Play a key role advising on events and marketing best practice, being an ambassador for the marketing team within the global business, including the development of training for internal teams and colleagues to allow them to self-serve on smaller events and marketing needs.
- Maintain up to-date knowledge on trends and competitor activity to strategically elevate events.

Desired skills and experience

- 5+ years' experience working within a B2B marketing and events environment, ideally within professional services.
- Proven track record in planning and managing a full spectrum of events from small exclusive roundtables to multi-layer conferences.
- Strong project management and organisation skills with experience of all aspects of event management including venue selection, supplier management, event formats, registration, attendee communication, pre-event experience, budgets, on the day execution and team management.
- Experience of using email marketing and CRM platforms, such as Salesforce or HubSpot to create and design effective communications and analyse marketing reporting to inform future decision making.
- Stakeholder management; building strong relationships and communicating at all levels of the organisation and have a proven track record in understanding business agendas and proactively translating this into high-quality experiences that are relevant and engaging.
- Experience of working on a range of B2B marketing campaigns (including those without events as a channel of delivery)
- Creative skills; creating visual event collateral and marketing content that can be used across multiple channels including events, social media, website content, video content, client mailings, other marketing collateral.
- Excellent written and oral communication skills; ability to communicate effectively
- Expert skills using the Microsoft Office including Excel, PowerPoint, Word and Teams daily.
- Experience of Adobe Premiere Pro or similar video editing software would be advantageous
- Experience of using CRM platforms such as Salesforce and Hubspot.
- Understanding and experience in the real estate or professional services sector is beneficial.

Our story

Our Canadian-born business was founded in 1978 and has become a global organisation that now spans 120 locations across 20 countries. Our expansion has been rapid, but what matters most is the common belief that drives all 5,000 of our people to be a different type of real estate organisation. We believe that the places in which we live, work and play have the power to make us happier and healthier, and we are united by a shared sense of purpose, to have a positive impact on people's lives. In short, we are a global commercial real estate advisory firm with a simple aim: for real estate to play a leading role in creating vibrant buildings, cities and places that deliver long-lasting social value and economic impact.

Why work for us?

We believe our industry is changing and we want our business to be a company of curious minds, passionate hearts and strategic intelligence. At Avison Young, we are committed to hiring people from all walks of life who have a collaborative style and innovations focus; we believe a diverse and embracing workforce makes for a stronger, more capable and competitive company. We will provide you with a place where you can step up and change the game.

Collaboration is embedded in the way we work - our people have the autonomy to collaborate on client relationships, engage teams across the business, lead operations, work collectively on projects, participate in strategy and are ultimately responsible for our growth.

Our distinctive Principal-led, privately-owned model puts us in the enviable position of being able to offer every employee the opportunity to own a share of our business and inspires and allows anyone to become a Principal. This role carries voting rights, so our people have a very real say in the future direction and operation of our business. This means that we are able to attract, engage and retain the best talent.