



## JOB DESCRIPTION

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**JOB TITLE:** Event Marketing Executive

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**FORMAT:** Full time, 37.5 hours per week, work at home 2 days per week. Flexible on hours per day as long as overall weekly hours are achieved

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**SALARY:** £27-30k, depending on experience

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**REPORT TO:** Marketing Director

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At Sense Media, we pride ourselves on our employee-focused culture. We invest in our employees' work life balance and ensure everyone comes into the office (or sits working at home) with a smile on their face ready to embrace the day ahead.

Our conferences are the flagships of our presence in the market, but our activity extends deeply via tutorial classes, in-depth industry discussions, hands-on technology demos and more. AutoSens' core value is placed in the growth of the community of engineers and scientists at the heart of autonomous vehicles development.

As the world's foremost events dedicated to bringing the organisations and experts in autonomous vehicle sensor technology together ([www.auto-sens.com](http://www.auto-sens.com)), we have built strong relationships with organisations of all shapes and sizes, across this very specialised sector.

As Event Marketing Executive with creative flair and a good eye for detail you'll be a great storyteller – informing the engineers of the future why they need to be at our events.

With superb written and verbal communication skills you'll be a passionate advocate of our brand and what it represents.

To apply please contact [sophie@sensemmedia-events.com](mailto:sophie@sensemmedia-events.com)

## PERSON DESCRIPTION

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- You will have a natural interest in new technology (in particular, automotive), and always keen to learn. You'll be a great communicator, written and verbal, with an infectious enthusiasm for your work.
- Good knowledge of B2B social media marketing, email best practice, SEO and web design
- If you've marketed B2B conferences, or done business in Asia before that would be a huge benefit (but not essential.) Mandarin language skills would also be a hugely beneficial, but again not a deal breaker for the right person
- You will have a can-do attitude, an autonomous problem solver who works well under your own initiative and a flexible approach to work, life and a positive attitude – each day is different at a start-up!

- Passionate communicator, quick learner and all round positive attitude
- Strong research skills and attention to detail, and an eye for design
- Degrees in science / engineering a strong advantage but not essential – we don't expect you to be an engineer, but we need you to be able to work out what makes them tick.
- Previous experience of marketing is desirable – ideally B2B in our industry, but we're open minded if the right person comes along with a Degree in Cheesemaking, 2 years of selling out conference tickets and speaking German, they have a great chance.

## MAIN RESPONSIBILITIES

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- Implementing the annual Marketing Plan for the suite of AutoSens events ([www.autosens.com](http://www.autosens.com)) – including:
  - Updating content on event website on Wordpress including event details, registration pages, adding articles and updating adhoc pages/content whilst optimising for SEO
  - Working with external designers to create marketing collateral for new and existing events – also includes briefing for signage artwork, print adverts and any other design requirements
  - Creation, copywriting and fulfilment of regular email marketing activity using HubSpot Email tool
  - Partnerships: fulfilling agreements with partners as well as desk research & outreach to potential new beneficial partners
  - Photoshop: Creation of social images, online banners for partners and adhoc design needs whilst working alongside our brand guidelines
  - Market research and data management: data segmentation and lists management – working closely in our CRM HubSpot ensuring data is up to date and clean
  - Media and social media: Finding relevant news stories in the press & republishing them on social media. In addition to posting social announcements, speaker interviews and sponsor editorials. We use HubSpot to manage this centrally.
  - LinkedIn and Google Advertising where required
- Updating reporting tracker including gathering data from google analytics, social media reporting and hubspot marketing reports
- Attending regular project team meetings to provide update of marketing activity to date and planned
- Presenting post-event data & conclusions to project team after the event
- Attending the conferences in Detroit, Brussels & Hong Kong to assist with event operations. Other duties will also include set-up, check-in desk, press events & social media management onsite.
- Undertake other reasonable duties and responsibilities appropriate to the position as allocated by line manager from time to time.

## KEY SKILLS & EXPERIENCE

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- B2B event marketing experience is essential
- Essential experience in Microsoft Office and good overall computer skills
- Experience using WYSIWYG email marketing functionality
- Proof reading and attention to detail
- Beginning to Intermediate photoshop skills
- Social Media including LinkedIn, Twitter & Facebook for B2B marketing
- Use of Wordpress for CMS would be desirable but not essential
- Use of HubSpot for CRM would be desirable but not essential
- Experience of marketing events in Asia would also be desirable

# COMPANY BENEFITS & EMPLOYMENT ENTITLEMENTS

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## Working Hours

As a company we work 3 days in the office (Monday, Wednesday & Thursday) and 2 days from home (Tuesday & Friday) Our three days together are productive and valuable; and two days working from home mean you can get your head down and focus on the tasks in hand.

Role is full time. 37.5 hours per week. We are flexible on hours worked per day as long as overall weekly hours are achieved.

## Pension

We provide company pension after successful completion of an employee's probationary period. We offer up to 5% matched contribution. Further information available on request.

## Health Care Plan

Company Health Insurance plan provided by Vitality Health is available upon successful completion of probation, as follows:

- **Core Cover**
  - Full cover for eligible in-patient and day-patient hospital fees and specialist fees. Plus Full cover for in-patient diagnostic tests (such as blood tests, x-rays, radiology and pathology) if referred by a specialist.
- **Vitality GP**
  - Video consultations with a Vitality GP and 24-hour telephone access through the Vitality GP helpline (Call 0845 279 8856 to speak to a Vitality GP). Up to £100 for minor diagnostics and private prescriptions when referred or prescribed by a Vitality GP.
- **NHS Hospital Cash Benefit**
  - £250 each night to a maximum of £2,000 and £125 each day to a maximum of £500.
- **Extended Cancer Cover**
  - Cover for all eligible costs related to cancer, including treatment, tests and investigations. Up to 2 weeks of end-of-life home nursing care.
- **Out-patient Cover**
  - Full cover for out-patient consultations and specialist fees when needed as part of your treatment.  
Full cover for out-patient diagnostics including MRI, CT & PET scans, blood tests, x-rays, radiology and pathology when referred by a specialist.  
Full cover for in-network physiotherapy. Out-of network physiotherapy is covered up to £35 per session.
- **Therapies Full Cover**
  - Out-patient chiropractic; osteopathy; chiropody/podiatry; acupuncture; homeopathy and up to two dietician consultations. Full Cover.

An extensive Rewards programme is also offered, see <https://www.vitality.co.uk/rewards/> for details.

## Share options

It is the stated intention of the Directors of Sense Media Group to offer a share options or share dividend scheme to certain senior members of the team as the business matures. We make no guarantee that this will be offered to all employees, it will depend on progression. Further details will be provided when available and to those eligible.

## Annual Leave

We trust you – take as much or as little annual leave as you like. Work hard, take extra time, it's up to you as long as you are getting the job done we don't mind if you take an extra week off – just make sure you send some pictures for the holiday wall.

### **Travel**

We are an events business, this means we travel a fair amount and while this is a benefit, it's also tiring. Fancy staying on for an extra day after your event? One night's accommodation and one free day's leave is on us. You deserve it after all.

### **Duvet days**

Sometimes it's better to work from you bed, so all employees have up to six duvet days per year to cash in when you just prefer to be productive from your own cosy nest.

### **Me Time**

Employees are entitled to half-day of "Me Time" per month to dedicate to their own personal development. This could be learning the piano, learning a language, volunteering for a charity or any other personal development interest. If it has a direct business benefit (like meeting prospects), that's a bonus, but this doesn't need to be the case. The intention is to give employees the flexibility to pursue a personal development interest during the week.