

Group Marketing Manager Quartz Business Media Ltd

Contract type: Permanent, Full-time (Hybrid working)

Location: Redhill, Surrey

Salary: Competitive + benefits

Reports to: Marketing Director

The Role

We're seeking a commercially driven **Group Marketing Manager** to lead the marketing strategy and execution across a diverse portfolio of B2B events. This role is ideal for a strategic thinker who thrives on juggling multiple brands, motivating a high-performing team, and delivering campaigns that drive visitor acquisition, exhibitor engagement, and industry impact.

You'll oversee end-to-end campaign delivery for several event portfolios, ensuring each one is positioned for growth, credibility, and commercial success.

Brands include B2B tradeshow and conferences within our international glass, aluminium, steel, oils and fats, cleaning and hygiene, health and fitness portfolios.

Core Responsibilities

- **Marketing Strategy:** Own the marketing strategy for multiple event brands aligned with the portfolio's identity, audience needs and commercial goals.
- **Team Management:** Lead and mentor a small team of marketers, fostering creativity, accountability, and continuous improvement
- **Campaign Management:** Oversee multi-channel campaigns from planning to post-event analysis
- **Messaging & Positioning:** Collaborate on event naming, straplines, and core messaging to ensure clarity, urgency, and commercial appeal
- **Internal Collaboration:** Work closely with sales, content, and operations to align marketing with event objectives and timelines
- **Growth:** Drive visitor and delegate acquisition and exhibitor engagement through targeted outreach, segmentation, and data-driven insights
- **Performance & Reporting:** Monitor KPIs, optimize campaigns, and report on ROI across portfolios
- **Technology:** Drive continuous improvement of the marketing tech stack, identifying tools and processes that enhance efficiency, insight and commercial impact
- **Agency & Supplier Management:** Research suppliers and help manage external partners to deliver best possible results

- **Budget Management:** Ensure budgets are being managed effectively to maximise ROI.
- **Partnerships:** Identify global partners and build relationships with organisations that we can work with internationally, across brands.
- **Data Management:** Audit current data pots and implement an effective data management and acquisition strategy according to event objectives
- **Feedback Mechanisms:** Help develop feedback surveys to gather insights for continuous improvement.
- **Ad-hoc Duties:** Undertake any other duties as requested.

Key Skills

- **Strategy:** A proven track record of creating and implementing successful marketing strategies on an international scale.
- **Management:** Strong leadership skills with experience managing direct reports
- **Commercial Mindset:** A track record of driving audience growth and revenue
- **Technology:** Show a high level of proficiency in using technology and software tools, including website systems, email broadcast solutions, data management tools, project management software, AI platforms and analytics.
- **Communication:** Exhibit strong communication skills, both written and verbal.
- **Campaign Creativity:** Display a creative, daring and innovative approach to campaign development.
- **Negotiation:** Demonstrate effective negotiating and interpersonal skills.
- **Organisation:** Strong organisational skills with the ability to manage multiple projects effectively and deliver on time.
- **Collaboration:** Able to work effectively as part of a team, collaborating with colleagues and external partners.
- **Analytical:** Analytically minded and able to draw conclusions and make recommendations.
- **Pressure Handling:** Able to thrive in a fast-paced environment and remain calm under pressurised situations.
- **Professional Standards:** Professionalism and an overall positive attitude a must.
- **Global Perspective:** Appreciation of international cultures.

Experience

- **Marketing Experience:** A minimum of 8 years experience in a marketing role (preferably with some B2B), with at least 2 years at managerial level.
- **Event Marketing:** Previous experience in the events industry is highly desirable with an understanding of marketing trends.
- **Education:** Ideally, educated to degree level

Interested?

Please send your CV to Rebecca McConnell at rebeccamcconnll@quartzltd.com

Please include a short covering paragraph (no more than 200 words) explaining what you think distinguishes an effective group-level marketing function, and how you would deliver that at Quartz.

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