

Marketing Manager

Salary: Dependent on experience and skills

Contract type: Permanent, Full-time

Location: Redhill, Surrey

Reports to: Marketing Director

Who We Are

Quartz is a leading organiser of B2B exhibitions and conferences as well as a publisher of market-leading business magazines and directories that truly support the industries they serve.

Quartz Group encompasses three companies: Quartz Business Media Ltd, Quartz Business Events Ltd, and Quartz Sequoia Events. The industries that Quartz currently serves include; Aluminium, Cleaning & Hygiene, Physical Activity, Glass, Oils & Fats, Steel, Tobacco, Vaping and Sustainable Manufacturing.

Our Values

We are more than just a workplace; we offer a vibrant community fuelled by a “family-like” ethos.

Our core values - trust, integrity, passion and teamwork – are the driving force behind everything we do, together with a relentless “can-do” attitude, an unwavering determination to succeed, and an unyielding focus on prioritising our customer’s needs.

Our Offer

Working at Quartz is an exceptional opportunity for ambitious and passionate individuals. Our entrepreneurial business model creates an exciting and fast-paced environment where every idea is valued. We offer a supportive atmosphere perfect for career growth, with a professional yet flexible working environment that encourages and rewards hard work and commitment.

We have a hybrid working arrangement, with 3 days in our office in Redhill and 2 days working from home. Alongside this, we offer the option to choose your preference in working hours; 8am-4pm, 8.30am-4.30pm or 9am to 5pm, to what better suits you.

Not only that, but we are proud winners of the Exhibition News Awards “Employer of the Year” for 2024!

Our culture is second to none, with a friendly and approachable team waiting to welcome you! To hear from our team on what makes Quartz so great, visit our website: [Quartz Business Media | Our people & culture \(quartzltd.com\)](https://quartzltd.com/our-people-and-culture).

The Role

We are looking for a Marketing Manager to plan, manage, and implement marketing campaigns across a series of events and portfolios within Quartz. You will work closely with our sales teams, as well as other members of the marketing team to deliver a strong marketing message, aligned with our business goals.

This role may include managing junior members of the team according to event timings and workload needs.

Core Responsibilities

- **Audience Research:** Thoroughly research target audiences, develop customer personas and identify effective methods of communication.
- **Creative Campaign Management:** Devise and execute creative, innovative marketing campaigns across the full range of media including advertising, digital, direct mail, social media and PR.
- **Strategic Ownership:** Assume strategic marketing responsibility for all products within your assigned portfolios.
- **Budget Management:** Effectively manage marketing budgets to maximise ROI.
- **Collateral Coordination:** Responsible in coordinating the production of all marketing materials.
- **Content Development:** Generate ideas for compelling content creation and distribution.
- **Media Partnerships:** Account manage relationships with media partners.
- **Stakeholder Communications:** Develop clear and engaging communications for stakeholders.
- **Data Management:** Maintain accurate and professional data management.
- **Website Maintenance:** Ensure the upkeep of product websites.
- **Supplier Liaison:** Collaborate with a range of suppliers, including designers, printers, PR agencies, registration companies, website firms, social media professionals, data providers and digital PPC agencies.
- **Event Partners:** Work closely with event partners to ensure successful collaborations.
- **Feedback Mechanisms:** Develop feedback surveys to gather insights for continuous improvement.
- **Registration and Ticketing:** Oversee registration and online ticketing processes.
- **Campaign Tracking:** Implement robust tracking and evaluation of marketing campaigns.
- **Event Support:** Champion on-site marketing activities during exhibition and conferences, leading the on-site marketing effort.
- **Strong Output:** Ensure high levels of care and customer satisfaction regarding the sector.
- **Ad-hoc Duties:** Undertake any other duties as requested.

Key skills

- **Campaign Implementation:** A proven track record of creating and implementing successful marketing campaigns.
- **Technology:** Show a high level of proficiency in using technology and software tools, including Microsoft Office, website systems, email broadcast systems, data management tools, project management software, analytics software and AI tools.
- **Communication:** Exhibit strong communication skills, both written and verbal.
- **Campaign Development:** 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.
- **Content Creation:** Detail orientated and able to demonstrate initiative, determination and creativity.
- **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.
- **Flexibility:** Able to accommodate extended working hours as needed around key show times and travel worldwide when required.

Experience

- **Marketing Experience:** Proven demonstrable experience in a marketing role (essential).
- **Event Marketing:** Previous experience in the events industry (highly desirable).
- **Education:** Ideally, educated to degree level (desirable).

Interested in this position?

Please send your CV and a cover letter to careers@quartzltd.com. We look forward to hearing from you!