SOCIETY OF PETROLEUM ENGINEERS

# Job Description

**Job Title:** Marketing Coordinator – Europe and Caspian

**Department:** Sales and Marketing

**Reports to:** Marketing Manager, Europe and Caspian

**Summary**

The Marketing Coordinator’s core responsibility will be to support the Marketing Manager to create and track compelling event marketing campaigns that will drive engagement and awareness of SPE across Europe and Caspian.

With proven campaign experience, you will be confident identifying appropriate channels and tactics and will use customer insights to develop engaging marketing messaging.

You will be results-driven and have the commercial acumen to optimise performance, identify new opportunities and maximise ROI using data and analytics.

This is a hands-on role and you are someone who has great project management skills, can hit the ground running, and who thrives in a fast-paced environment.

**Key duties and responsibilities:**

* Support and lead on the planning and delivering cross-channel event marketing campaigns for workshops and conferences in the Europe and Caspian region including input on the event marketing budgets.
* Development of activity across all marketing channels including websites, email, print, social, PR, video, paid advertising and PPC.
* Work with key media and association partners to secure valuable external promotions for events.
* Create marketing assets and materials which includes copywriting, editing and proofing marketing materials for all channels and mediums.
* Support content-led marketing campaigns which consists of creating and repurposing valuable, relevant, and consistent content to enhance engagement and raise awareness.
* Assist the Sales Manager with support of creating sponsorship and exhibition marketing materials.
* Analyse the performance and success of all tracked and measurable marketing campaigns and support making recommendations for future activity.
* Build excellent relationships with event project teams and proactively communicate marketing progress.
* Develop and manage relationships with international stakeholders including teams in the UK, US, Dubai and Russia.
* Sustain strong working relationships with external stakeholders, including partner organisations and design agencies.
* To work with the Marketing Manager to support and perform other duties as required.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully,an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

**EDUCATION and/or EXPERIENCE**

* 2-3 years previous experience in a similar position, with a degree in marketing or similar field. Solid understanding of the events and digital media landscape.
* Demonstrable experience in marketing campaign planning including excellent project management skills and end to end event planning within budget.
* Experience of using analytics and reporting to measure campaign results and action optimisations.
* Experience of delivering content marketing campaigns including repurposing and writing compelling content.
* Exceptional communication skills – both written and verbal.
* Experience with Marketo, InDesign, Photoshop, LinkedIn, Hippo and ASP CMS, digital asset management systems, tableau or similar would prove advantageous.
* Previous experience working for a not-for-profit organisation or event agency (*desirable*).
* Results driven and a strong focus on commercial success
* Excellent organisational and time management skills
* Strong interpersonal skills, working autonomously and as a team
* Ability to build and foster excellent relationships with business stakeholders of all levels
* Ability to use own initiative whilst working to tight deadlines in a demanding environment

**REPORTING PROCEDURES:** The employee will report directly to the Marketing Manager- SPE Europe and Caspian for vacation, sick leave and other authorised absences from the office. Salary review will be conducted by the Senior Manager, Marketing (Eastern Hemisphere).

***This job description is subject to change at any time.***

CV Submission: Email londonjobs@spe.org