



POSITION: MARKETING MANAGER

COMPANY OVERVIEW

Founded in 1973 IQPC is one of the world's largest information companies dedicated to providing interactive B2B events and online communities for sharing of new ideas and business solutions.

We invite leading practitioners to share insights, expertise and solutions to today's escalating challenges. Simply put: Our conferences and portals provide attendees with the fundamental and cutting-edge information they can use immediately.

We have offices in New York, Canada, United Kingdom, Singapore, Australia, Germany, Brazil, and the United Arab Emirates. This international presence affords a global perspective, a broad research base, and helps us to achieve our goal of inspiring business innovation, improving business performance, fostering powerful alliances and accelerating strategic partnerships.

JOB DESCRIPTION

The Marketing Manager role covers the planning and execution of comprehensive marketing strategies to drive website traffic, generate leads, and ultimately attendees to relevant events using a full range of direct and digital marketing channels.

The ideal candidate will be highly creative, up-to-date on the latest online media platforms, have knowledge in creating multi-channel marketing campaigns, be social media savvy, able to forge external partnerships, have exceptional written communication and organizational abilities. Possessing an entrepreneurial drive is essential with flexibility, creativity and assertiveness in offering ideas and adding to the overall success of the marketing team.

The Marketing Manager reports directly to the Marketing Director and works closely with all departments including production, customer service, operations, sponsorship and the inbound enquiry sales teams.

DUTIES AND RESPONSIBILITIES

- Conducting detailed response analysis to formulate targeted marketing strategies
- Forging long-term marketing partnerships with associations, publications, bloggers and other external partners
- Formulating communications strategies, including writing of press releases, web copy, email copy and other promotional content as necessary
- Working closely with other internal departments, including sponsorship, production and operations, to achieve project objectives
- Establish content marketing strategies leveraging multiple channels. Manage the development and implementation of marketing programs to drive traffic to the website and leads for our sales team.
- Identify and execute online media buys
- Develop relationships with key industry influencers
- Define and execute event specific social media strategy



REQUIRED EXPERIENCE

**One or more of this type of experience (or experience that is highly comparable) is required:*

- Previous participation in social media and web-based communities
- Previous experience with web, mobile, social-media and e-mail metrics and be able to operate standard analytics programs such as Google Analytics, HTML, SEO, PPC and Adwords
- Exceptional organizational and communication skills
- Ability to thrive in a fast paced environment and enforce tight deadlines
- Bachelor and/or advanced degree, as well as 1+ years experience in marketing, communications, public relations or a similar field

THE OPPORTUNITIES

In addition to excellent earning potential, and a dynamic and rewarding working environment, we offer top performers an accelerated career path and international transfer opportunities.

ABOUT US

Our values and culture are based on an entrepreneurial edge, leading edge research, and a passion for excellence. Our delegates, sponsors and partners come from the world's most influential businesses, and our conferences enable them to tap into leading edge concepts, networks and tools to make their businesses more successful. We employ smart, solution oriented, innovative, inspiring, influential, passionate and ambitious people. Then we offer them the empowerment and autonomy to deliver results, plus boundless opportunities for growth and career progression.

We're committed to shaping our future leaders through exceptional training, development, and mentoring programs. These provide the tools to leave your mark on the company. IQPC encourages a "promotion from within" philosophy, building on the knowledge and experience gained from within the company. We encourage our employees to flourish in this open, opportunity-rich environment and create wide career paths across all of our business units.

IQPC produces more than 1,500 events annually around the world, and continues to grow. Join IQPC and be part of a world class team of ambitious, talented people. People who are consistently pushing the boundaries of innovation in the world of conferences, seminars and knowledge management.

IQPC is an equal opportunity employer and does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability and genetic information, age, membership in an employee organization, or other non-merit factor.

For more information email Alexa.Deaton@iqpc.com