

EVENT MARKETING EXECUTIVE

Job Title: Event Marketing Executive
Location: Olympia Events, London, W14 8UX
Reports to: Marketing and Communications Manager

Description: Olympia Events is more than an exhibition venue, conference centre and live-event space - it's an inspiration. Against a backdrop of grand Victorian architecture, the seven connected spaces inspire engagement and enjoyment. Olympia Events is recognised in the industry for exceptional levels of customer service and support, and our numerous awards are testament to our clients' satisfaction. Beyond the walls of our venue, Olympia is on the ground, working to invest in people, strengthen our communities, and protect the environment.

Olympia Events is undergoing a period of change. In 2017, the venue was bought by a consortium led by Yoo Capital and Deutsche Finance international. Work is currently underway to transform the wider estate into a cultural hub of which Olympia Events will be the central part. Once complete, the estate will include a new theatre, music venue, two hotels, over 30 eateries, world-class office space and over two acres of public realm. More information can be found at <https://olympia.co.uk/>

Olympia Events is part of ASM Global which is the world's leading venue management company and producer of live event experiences. With over 350+ premier venues spanning worldwide, we operate and invest in the world's most important stadiums, arenas, convention centres and theatres, including entertainment districts and mixed-use developments.

Job Purpose: Reporting directly to the Marketing and Communications Manager, this role presents a unique opportunity to support the transformational change in setting brand perception and shaping and managing the reputation and public image of the Olympia Events business.

You will be responsible for organising, promoting, and managing events that enhance Olympia Events company brand, engage our target audience, and drive business objectives.

Key responsibilities

- Develop and execute event strategies in collaboration with the marketing team and other departments.
- Manage marketing event timelines, budgets, logistics, and resources.
- Design marketing and promotional materials for events.
- Create event surveys and other forms for marketing.

- Manage the event marketing budget, ensuring cost-effective strategies are in place.
- Produce post-event reports and make recommendations for future events.
- Act as a guardian of Olympia Events' brand and brand values, ensuring this is embedded across the business.
- Work positively and collaboratively with marketing and communication colleagues across Olympia Estates Services to ensure all work and efforts are aligned to the wider destination marketing strategy.
- Ensure consistent messaging and branding across all marketing materials, digital platforms, and public-facing communications.
- Identify emerging issues of significance in terms of Olympia Events' reputation, keeping up to date with sector developments and translate key outputs for media use.

Person specification

Skills, experience and behaviours

- Proven experience working in a marketing events role preferably from an events, conferencing, hospitality, memberships or F&B background.
- Proven experience in managing internal and external stakeholder relationships.
- Ability to work under pressure and navigate fast-paced environments.
- A high level of integrity and an ability to be discrete and tactful with due respect for confidentiality.
- Highly organised and efficient with excellent attention to detail.
- Ability to analyse situations quickly and respond to those seeking advice/guidance.
- Ability to present information to a wide range of audiences.
- A self-starter with a positive, enthusiastic attitude.
- Highly proficient in MS Office software.

Sustainability Responsibilities:

- Continuously improve your knowledge of Olympia Events' sustainability programme - the 'Grand Plan'. Complete all training provided and promote sustainability practices to meet our Grand Plan objectives
- Follow and promote all sustainable workplace policies and procedures and seek ways to make your department more sustainable by taking an active role to initiate change

Olympia Events is fully committed to ensuring the safety and wellbeing of all children, young people and adults at risk (vulnerable groups) that attend our

premises. As a consequence, Olympia Events may require any successful applicant to complete a DBS Check prior to working in our business.

Olympia Events is committed to Equality, Diversity and Inclusion and expects all its people to have a positive commitment to EDI by treating others fairly and not committing any form of discrimination, victimisation or harassment and to promote positive working relationships amongst employees and stakeholders.

This Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over according to the changing needs of the business.