



THE
CONNEXUS
GROUP

Job Title: Events and Marketing Executive

Location: Redhill / Hybrid

Reports to: Chief Marketing and Growth Officer

Department: Marketing and Events

Job Overview:

We are seeking a dynamic and results-driven Events and Marketing Executive to work as part of a great team to deliver our marketing initiatives and oversee the planning and execution of all events. This role requires a strategic thinker who can manage the full marketing lifecycle while ensuring seamless delivery of high-quality events. The ideal candidate will be creative, organised, and skilled in both event management and marketing strategies, with a focus on enhancing brand awareness, engagement, and driving growth.

Key Responsibilities:

Events Management

- Plan, organise, and execute all company events including conferences, trade shows, product launches, webinars, and internal events etc.
- Coordinate logistics such as venue selection, vendor management, catering, AV setup, and event registration.
- Develop event timelines, and run-of-show documents, and manage event budgets to ensure efficient use of resources.
- Collaborate with internal teams and external partners to create engaging event experiences aligned with the company's goals and values.
- Measure ROI and report on the success of events, gathering feedback to optimise future planning.

Marketing Management

- Develop and implement comprehensive marketing strategies to promote the company's brand, products, and events.
- Oversee digital and traditional marketing campaigns, including social media, email marketing, paid advertising, and content marketing.
- Work with the creative team to develop marketing materials such as brochures, banners, newsletters, and promotional content.

- Assist in overseeing the company's website, ensuring up-to-date content and optimised user experience.
- Conduct market research to understand audience needs, trends, and competitive positioning to guide marketing efforts.
- Track and report on key marketing metrics, including campaign performance, customer acquisition, and ROI.

Collaboration and Communication

- Work closely with Sales, Recruitment and leadership teams to ensure alignment on messaging, target audience, and event goals.
- Serve as the primary point of contact for event sponsors, partners, and key stakeholders.
- Communicate clearly and effectively to drive project progress, delegate tasks, and manage internal and external expectations around all events either external or internal.

Key Qualifications:

- Bachelor's degree in Marketing, Communications, Event Management, or a related field.
- 3-5 years of experience in event management and marketing, preferably in a similar role.
- Proven ability to manage and execute multiple events and campaigns simultaneously.
- Strong project management skills with attention to detail and organisational abilities.
- Excellent verbal and written communication skills.
- Proficiency in marketing platforms (HubSpot CRM, social media apps, email marketing, Google Analytics etc) and event management tools/systems.
- Ability to analyse data, track KPIs, and adjust strategies based on performance.
- Creative thinker who can develop innovative marketing concepts and event experiences.

Preferred Qualifications:

- Experience in the iGaming industry

- Familiarity with design such as HubSpot, Salesforce, Bullhorn, Canva, Adobe Creative Suite and event technology Eventbrite, Zoom, and webinar systems.

What We Offer:

- Competitive salary and benefits package.
- Opportunities for professional growth and development.
- A collaborative and energetic work environment.
- 30-day work from anywhere policy, allowing additional flexibility within the role.

Working Practices:

- The Conexus Group promotes hybrid working. This role will require you to work from our head office in Redhill, Surrey at least 3 days per week, and from home otherwise. The role will potentially include travel, both domestic and international.

How to Apply:

Interested candidates should submit their resume and cover letter to andre.spahn@theconexusgroup.com. Applications will be accepted until Friday 4th October.

This job specification is intended to provide a general overview of the role, and duties may evolve based on the company's needs.

The Conexus Group: A portfolio of world-class businesses that specialise in the provision of Recruitment, Training, Advisory and Managed Services to the iGaming and Payments sectors. We are an integrated suite of professional services that assist in the transformation and growth of companies at any stage of their lifecycle. Find out more - <https://theconexusgroup.com/>.