

I CANSO BV
JOB DESCRIPTION

Job Title	Event Marketing Manager
Reporting To	Deborah Seymour
Direct Reports	None

Introduction

CANSO BV is a private company with limited liability; its registered seat is in Amsterdam.

CANSO BV's objectives are, amongst others:

- a. to participate for its own account and risk in the organisation and operation of an event for the air traffic management community and any other event covered by the Company's statutory goals, alone or with other enterprises or companies and, either indirectly – through the participation in other enterprises and companies - or immediately;
- b. to organise services such as training events and congresses and to render all services related thereto;

CANSO (shareholder of CANSO BV) and CANSO BV constantly exceeds member expectations. In particular, the high quality, creativity and drive of its staff, and their professionalism are characteristic of its success.

This full-time (40 hours per week) position is a remote role, and requires international travel. As an international organisation, CANSO BV's working language is English.

Purpose Of Job

The Event Marketing Manager plays a key role in developing the value proposition for CANSO's Events, identifying existing and new markets to deliver sponsorship and exhibition leads, building a solid prospect database and growing event attendance. The Event Marketing Manager works alongside the CANSO Events and Airspace World teams to ensure the delivery of CANSO's world class events. Key stakeholder will be the Event Director, Sales and Content to ensure cohesive messaging addressing customer needs.

Key Duties and Responsibilities

The Event Marketing Manager owns the marketing strategy for the Events Portfolio. The role is both strategic and hands-on, it includes but is not limited to developing and managing the strategic and tactical marketing plan

- Create and deliver marketing plans which increase participation in CANSO's events through a strong event position, tone, and engaging and targeted messages with a goal to grown the event by 10% year on year for the next 3 years.
- Create customer journey maps (awareness -> consideration -> decision) that enable more targeted marketing campaigns
- Be a key contributor to building and maintaining the CANSO database of prospective exhibitors, participants and sponsors
- Create and Deliver Social Media Plans for CANSO's global Events
- Create and Deliver Paid Digital Plans, including geofencing
- Create a website strategy and manage its implementation with the appointed supplier
- Create, write and deliver the Email Marketing Plan
- Provide and implement a strong SEO strategy for the event webpages (keyword research and optimisation, internal linking)
- Build an effective lead scoring and lead nurturing process for a more comprehensive event marketing cycle.
- Create whole conversion back end by connecting website to Google tag manager, Google Search console and other platforms
- Create a suite of brochures and other materials to promote CANSO's events
- Identify industry trends to shape new marketing campaigns

Candidate profile

- Experienced Event Marketing Manager with proven record to drive Sponsorship, Exhibitor Lead Generation and attendance acquisition in B2B events
- Analytical, competent decision-making skills and the ability to work accurately and prioritise competing demands in a fast-paced environment, in which you thrive
- Ability to interface with the public and maintain highly confidential information with professional discretion, acts with diplomacy
- Willing and able to travel internationally when required, from several days to 1-2 weeks
- Is hands-on and has a flexible approach to working hours
- Has excellent problem solving skills
- Highly proficient in Microsoft Office, including Outlook and PowerPoint
- Proficiency in using CRM systems, preferably HubSpot and/or specific Event software an advantage
- High organisation and interpersonal skills; ability to work on several projects simultaneously
- Strong interpersonal skills with the ability to build effective relationships at all levels within the organisation and externally, including international colleagues, Members and vendors
- Negotiation skills when looking for the best price from venues, suppliers and contractors

- Time-management skills and the ability to work under pressure
- Project management experience
- The ability to manage budgets
- Has a sharp eye for detail
- Is self-motivated, pro-active, brings a great team spirit and is reliable
- Excellent written and verbal proficiency in English.
- You will be able to authentically live our brand values; Think Big, Speak with Authority, Create Value, Embrace Collaboration, Act Responsibly and Strive for the Extraordinary
- 5+ years of marketing expertise in in-person events
- Knowledge in the aviation industry is an advantage