

**Role:** Events Marketing Manager  
**Team:** Marketing  
**Package:** Pension, Unlimited leave, Flexible working  
**Location:** London / Office based  
**Salary:** up to £45k

This is a fantastic opportunity for an experienced, autonomous events marketer to join an award-winning company, which is breaking new ground in developing people through vocational learning. Corndel works with some of the UK's largest and most high-profile businesses, delivering a range of government funded and commercial development programmes, including Leadership and Management, Project Management, Data Analytics, DevOps, and Software Development.

Corndel has grown exponentially since its inception in 2017, through a proven strategy of targeted relationship building with Talent/Learning, Diversity & Inclusion, Early Careers and Digital Transformation decision makers at large corporates across a range of industries.

#### **The role:**

The role of the Events Marketing Manager is to work directly with the CMO and the marketing team to design and deliver virtual and in person events, converting highly engaged prospects into clients.

The focus will be on raising Corndel's profile among our target HR, L&D and commercial training decision makers; creating compelling and engaging networking opportunities to engage with us.

#### **Responsibilities**

Reporting into Corndel's CMO, you will:

- Manage an internal events programme, to include webinars, roundtables and in-person events. This will include guest list creation, venue scouting, invites and hosting for face-to-face events, and delivering webinars through our GoTo Webinar platform.
- Identifying key industry events, maintain pre- and post-show communication, and event attendance in partnership with our Business Development team.
- Spearhead initiatives to meet objectives based on lead generation, customer advocacy, and more.
- Plan, design and execute targeted marketing campaigns to support events, including but not limited to email, website and social media.
- Negotiate and execute contracts for large- and small-scale events
- Interact with key decisions makers and account-stakeholders
- Responsible for ordering and tracking event inventory include collateral, giveaways, etc.
- Analytical reporting of event effectiveness and ROI, using that data to inform future activities / plans.

### Requirements:

- 5+ years of related marketing experience, ideally in event marketing, demand generation, or sales enablement
- Demonstrated experience of achieving strategic objectives through a strong focus on user experience and the buyer journey.
- Proven experience carrying out event marketing efforts, including trade show planning, attendance, and reporting
- Highly organized with an ability to manage resources and budgets
- Highly organized and proficient at managing multiple projects at a time
- You are creative, innovative, and always think outside the box
- You are metric driven and have the ability to draw insight from complex marketing data
- Excellent written and verbal communication skills
- Fantastic attention to detail when producing content, decks etc.

### What we're looking for:

- Events management experience – from webinars and roundtables to conference sponsorship
- A self-motivated, autonomous results driven B2B marketer who is keen to learn
- A creative thinker with the ability to create engaging events and campaigns
- A starter-finisher who can manage the hands-on delivery of virtual and in-person events
- Someone with a can-do attitude who is comfortable working in a start-up, entrepreneurial culture
- Experience of using a CRM (Hubspot or similar) to inform and manage campaigns
- Experience using a website CMS like WordPress
- Proficient using LinkedIn
- Experience managing webinar events using platforms like GoTo Webinar
- Experience of graphic design tools – Photoshop / Canva, and video editing – iMovie / Camtasia or alternative, would be advantageous
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**Corndel is committed to building a brilliant team that is inclusive in its culture, and values diversity so that we can best serve the needs of the learners and clients that we support. We strive for equality of opportunity in all that we do and actively encourage applicants from all groups and backgrounds to apply for this role.**

This is an exciting time to be joining a fast-growing, purposeful business. If your skills and interests could help us increase our reach and make an even bigger impact, we would love to hear from you. Please apply by sending a CV and cover letter to [hr@corndel.com](mailto:hr@corndel.com)

### About Corndel:

We deliver transformative professional learning for leading UK businesses, focused around the core corporate competencies which provide strategic advantage.

We currently deliver six professional development programmes: Data Analytics, Leadership and Management, Project Management, DevOps Engineering and Software Development.

We have grown by targeting some of the UK's largest employers and delivering scaled programmes across their management and professional workforce.

Our clients include ASDA, Credit Suisse, Legal and General, Marks and Spencer, AIG, Joules, Kier Group, Royal Mail, G4S, Wates, Macmillan Cancer Support and the NSPCC. We are targeting some of the largest businesses in the UK, including major players in financial services and technology.

We have differentiated from the market by a quality offer focussed on professional coaching and original content. We offer the most competitive salaries in the wider apprenticeship industry and the opportunity to be part of an exciting and ambitious high-growth business.