

Event Four Marketing & Communications Executive

Job Summary

The Marketing & Communications Executive will develop and execute the marketing strategy for EventFour. Working closely with the CEO, this is a unique opportunity to become a key member of a growing, international technology company.

Duties & Responsibilities

- Devise and execute lead nurturing strategies.
- Contribute to the management of our evolving social media strategy and run social media channels (e.g., Twitter, Instagram, Facebook etc.) to enhance customer engagement.
- Work closely with the graphics team to design marketing materials.
- Write and proofread marketing copy.
- Engage different user segments to onboard them to the platform via direct messaging with marketing copy.
- Manage & produce SEO friendly creative content, including videos, blogs, press releases, webinars, case studies and social posts.
- Manage regular email marketing campaigns.
- Recommend, plan, and execute marketing tactics.
- Develop and implement strategies to further increase awareness of the brand and products.
- Measure and communicate the performance of all marketing initiatives and ROI from marketing spend.
- Support Product with market research and positioning.
- Conduct and maintain competitive analysis from a product and marketing perspective.
- Create and distribute content assets for our potential audience including: white papers, blog posts, press releases, webinars, videos, case studies etc.
- Work with brand ambassadors to create unique and valuable marketing content.
- Manage regular email marketing campaigns & or marketing events.
- Ensure adherence to company policies and compliance standards.
- Other duties as assigned.

Requirements & Skills

- Kaizen - A desire for continuous growth and improvement.
- Degree in Marketing – Bachelors or equivalent in Advertising, Marketing, Media, Digital or related field.
- An understanding of the B2C software market is highly desirable.
- Creative, proactive, quick learner and enthusiastic.
- Excellent written and verbal communication skills with strong attention to detail.
- High degree of organisation and ability to drive projects to completion without losing sight of the highest priority items.
- Strong presentation skills and an ability to interpret data and communicate the insights to other team members.
- Knowledge of working with social media planning and monitoring tools.
- Strong ability to work collaboratively and incorporate input from multiple stakeholders.
- Ability to think outside of the box and create new ideas and concepts.