

Events & Marketing Coordinator

Scientifica

We are a multi-award winning technology provider of electrophysiology and imaging solutions. Our customers make world-changing discoveries in neuroscience, cardiology, cancer, and many other areas of scientific research.

Established in 1997 in the UK, Scientifica are an international team working with customers in all corners of the world. We pride ourselves on the expertise and diversity of our team, and the values of our workplace culture.

Looking to build your Events career with a global, award-winning Life Sciences Leader?

You can count on opportunity for growth in this hybrid role, gaining unique experience through working with our talented team and our trail-blazing, global customers. – We work in a busy industry with lots of annual events, here you will get to take the lead in coordinating Scientifica's calendar of Events, coordinating and managing both our physical 'in-person' and virtual events.

What does the Events and Marketing Coordinator do?

As a key member of our growing team, your responsibilities revolve around the planning and delivery of our events schedule. This includes managing our exhibition spaces ranging from tabletop setups to booths up to 200 square feet, and driving our webinar series. Additionally, you'll provide support with administrative marketing tasks. Overall, your efforts aim to enhance brand awareness, engage with current and prospective customers, foster relationships, and generate leads.

Manage event annual calendar:

- Keeping updated and key stakeholders informed
- Screening and proposal of new events to attend (considering budget and strategy alignment)

Management of event logistics:

- Planning and deployment of booth/Event stand assets
- Arranging travel requirements
- Liaising with shipping team for event material (UK and international)
- Sourcing and managing speakers, topics, and structure for webinars
- Leading team briefings with event packs (confirming processes, timings, running order etc)
- Reporting on costs for budget
- The types of events you'll be working on include managing our exhibition presence, which ranges from tabletop setups to booths of up to 200 square feet, as well as driving our webinars.

Responsible for event stock inventory:

- Unpacking and testing event equipment
- Maintaining and organising event resources
- Keeping demo stock organised (booked, preinstalled)

Report on event return on investment (ROI):

- Running team debriefings
- Presenting ROI
- CRM updated in a timely manner

Event Marketing:

- Updating event website page
- Supporting event content (social media posts, blogs etc)
- Idea generation to build brand awareness and engagement around events

Supporting Marketing team

- Marketing administrative tasks

Event Attendance

- Attending some national and international events if required.

Who are we looking for?

- 1+ years experience working in Events (with event logistics/planning experience)
- Confident with Microsoft Office 365 (Outlook, Word, Excel)
- Experience in budget management
- Experience working with a CRM
- Knowledge of event marketing

Desirable

- Experience of international shipping processes and best practices
- Experience working in a marketing role
- Organising and running webinars
- Experience in event logistics for an exhibition space

Personal Skills

- Highly organised
- Strong attention to detail
- Excellent team player
- Strong administration skills
- Excellent communication skills (written and verbal)
- Excellent prioritisation and time management skills
- Able to work autonomously on projects and meet deadlines
- Willingness to learn and develop skills

Benefits

What we offer in return: Highly competitive salary

- International and diverse team.
- Flexible working (Hybrid/Remote)
- Life Assurance/ death in service
- Income Protection
- Pension contributions matched to 4%
- Judges PLC Share Incentive

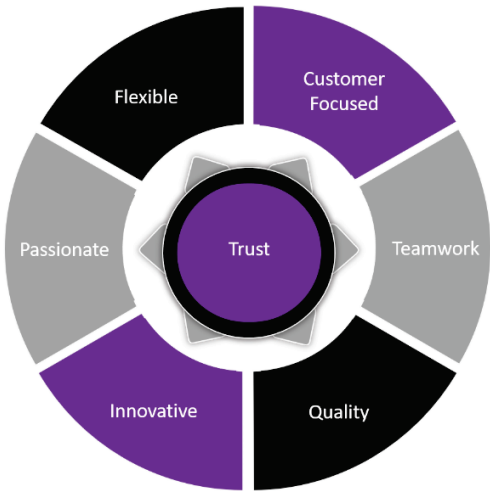
- Medicash Scheme and employee discounts

Full job description available.

Interested in learning more? Please apply via the link on this website

JOB PROFILE:

INCUMBENT'S NAME	
JOB TITLE	Marketing & Events Coordinator
BUSINESS UNIT	Sales & Marketing
LOCATION	Hybrid and Uckfield HQ
REPORTS TO	Marketing Manager
OBJECTIVES / PURPOSE OF JOB	<p>Responsible for the planning and delivery of the events' critical path</p> <p>Drive and manage Scientifica's physical and virtual event presence with the aim of promoting brand awareness, engaging with customers, and generating leads.</p>
KEY ACTIVITIES / RESPONSIBILITIES	<p>Manage event annual calendar:</p> <ul style="list-style-type: none"> • Keeping updated and key stakeholders informed • Screening and proposal of new events to attend (considering budget and strategy alignment) <p>Management of event logistics:</p> <ul style="list-style-type: none"> • Planning and deployment of booth assets • Arranging travel requirements • Liaising with shipping team for event material (UK and international) • Sourcing and managing speakers, topics, and structure for webinars • Leading team briefings with event packs (confirming processes, timings, running order etc) • Reporting on costs for budget <p>Responsible for event stock inventory:</p> <ul style="list-style-type: none"> • Unpacking and testing event equipment • Maintaining and organising event resources • Keeping demo stock organised (booked, preinstalled) <p>Report on event return on investment (ROI):</p> <ul style="list-style-type: none"> • Running team debriefings • Presenting ROI • CRM updated in a timely manner <p>Event Marketing:</p> <ul style="list-style-type: none"> • Updating event website page • Supporting event content (social media posts, blogs etc) • Idea generation to build brand awareness and engagement around events <p>Supporting Marketing team</p> <ul style="list-style-type: none"> • Marketing administrative tasks <p>Event Attendance</p> <ul style="list-style-type: none"> • Attending some national and international events if required.

	<p>Honour our company values</p> 
<p>KEY PERFORMANCE INDICATORS</p>	<ul style="list-style-type: none"> • Delivering events on time and within budget • Based on ongoing performance objectives, Team KPI's
<p>KEY RELATIONSHIPS</p>	<p>Internal:</p> <ul style="list-style-type: none"> • Marketing Team • Managing Director • Sales Team • Operations Team • Engineering and R&D Team • People Services Team <p>External:</p> <ul style="list-style-type: none"> • Customers • Event Organisers • Suppliers

CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	Educated to a degree level or equivalent experience (but if you don't have a degree not a deal breaker).	
EXPERIENCE REQUIRED	Essential	Desirable
	<ul style="list-style-type: none"> • 1 year event logistic or transferable experience • Confident with Microsoft Office 365 (Outlook, Word, Excel) • Experience in budget management • Experience working with a CRM • Knowledge of event marketing 	<ul style="list-style-type: none"> • Experience of international shipping processes and best practices • Experience working in a marketing role • Organising and running webinars • Experience in event logistics for an exhibition space
COMPETENCIES	<ul style="list-style-type: none"> • Highly organised • Strong attention to detail • Excellent team player • Strong administration skills • Excellent communication skills (written and verbal) • Excellent prioritisation and time management skills • Able to work autonomously on projects and meet deadlines • Willingness to learn and develop skills 	

Acceptance

I, [team member name], agree to accept the Job Description is a guide only and will be periodically reviewed due to the evolving nature of the business. I understand I will be required to take on other tasks and responsibilities from time to time depending on the business needs for this role.

Signed Date