



## Marketing Manager – Communications and Events

### The Role

The company is seeking a Marketing Manager – Communications and Events to join the team. The role includes:

- Development and coordination of integrated events plans in line with broader marketing strategy and KPIs
  - Identifying relevant events for Xampla to be present at and managing and negotiating bookings and submissions.
  - Ensuring presence at every event represents our brand with relevant messaging and collateral.
  - Devising and executing the event strategy to ensure pre and post communication is well thought through and supports our ROI goals
  - Working with Business Development to ensure high quality lead capture and follow-up
  - Identifying partnership event opportunities and working with customers to deliver those opportunities
- Development and coordination of Xampla's communications plans and activities in line with broader marketing strategy and KPIs
  - Developing PR (trade, consumer and employee) strategy and management of ongoing activities
  - Working with comms agency to manage inbound and outbound PR requests
  - Development of ABM comms
  - Development and management of technical comms including whitepapers, reports etc
- Ownership of awards strategy and drafting award winning submissions
- Responsible for competitor analysis in communications and events channels
- Supporting the marketing team on other projects where needed

### Candidate Experience

The company is seeking candidates with:

- Demonstrable experience of events management and communications (ideally for a B2B technology company delivering conferences, expos, webinars, speaking opportunities)
- Experience in B2B communications including PR, reports and whitepapers.
- Exceptional writing skills and a strong eye for detail
- Understanding of ABM (either direct experience or working in companies with an ABM focus)

- Proven campaign management experience, including budget management and ROI analysis
- Outstanding communication and networking skills with a strong sense of teamwork and stakeholder management skills
- An individual with a can-do attitude who thrives in a fast-paced environment and willing to roll their sleeves up
- Ability to understand science-led products and technology
- It would be beneficial if the candidate has a science/technology background

## **Package**

- Competitive salary
- Share options in a fast-growing Cambridge start-up
- Generous holiday package
- Flexible working options
- Private medical cover
- Training and development package