

# applaud

## Marketing/Events Executive

### Your Opportunity

We're looking for an enthusiastic, creative marketer, early in their career looking to join a fast-paced marketing team. If you want to take the next step in your marketing career and have an interest in events (both digital and physical), this is your chance to step up to the plate, and be part of Applaud's future growth.

### About Applaud

We are an award winning HR tech provider who have been serving Fortune 500 companies in all verticals, globally, for over 10 years.

Applaud is built on the belief that employees should have the same exceptional technology experiences inside the world of work, as they expect outside the world of work, as consumers.

We're all gadget-obsessed, but people always come first, technology second, because it's consumer expectations that set our technology standards.

### About You

Are you a consumer? In touch with gadgetry and technology? Diligent? A problem-solver? Happy to get stuck in? Willing to take on responsibility?

### The Role

You'll join a team of over 70 talented people, and enjoy a challenging, rewarding and memorable experience. The role is permanent, full-time and remote (with regular face to face meetings).

You will be a part of the marketing team and will support events, campaigns and digital marketing.

Your main responsibilities will include:

- Managing the online events portal - creating new events, ensuring all participants have relevant access and exporting historic event data

- Working with external speakers to gather their bios and photos and liaising with the digital team to ensure they are accurately updated on relevant web pages
- Managing communications with speakers and partners ensuring they have everything they need to be successful
- Maintaining event project plans and ensuring key milestones and deadlines are communicated across different departments and teams
- Liaising with venues to ensure we have submitted all relevant paperwork on time, and that all specifications are met according to the event brief
- Logging all invoices on marketing budget and with finance
- Attending weekly marketing meetings to share project updates with the wider team
- Maintaining CRM system including data entry and managing contact records
- Supporting with proofreading and basic slide design
- Ordering stationery, giveaways and printed materials
- Supporting social media strategy with outreach, competitor research and engaging with followers
- Supporting SEO with backlink outreach
- Capturing and saving press clippings
- Maintaining marketing files and project documentation

## **The Benefits**

Your fun, rewarding and memorable Applaud experience also comes with:

- Competitive pay
- Performance based bonus
- Remote working
- Fun socials and team get togethers
- Experienced and motivated colleagues
- Training opportunities
- An unrivaled work-life balance
- PMI
- Life Assurance x 3
- Employee Discount scheme
- Cycle to Work
- Holiday purchase
- Pension @ 5%.