



SENIOR MARKETING EXECUTIVE

Start Date: As soon as possible

Global Banking & Markets (GBM)

Company Background

- Global Banking & Markets (GBM) is the market-leading provider of large-scale capital markets events in the Middle East, Africa, Latin America and CEE.
- Our GBM events are large-scale, go-to meeting places for capital markets and investment banking professionals. We bring complex markets together in one place at one time, stimulate informal networking and organise meetings to facilitate deal-flow.
- Our events enable all parts of the banking and markets ecosystem to conduct business and secure counterparties through curated 1:1 meetings.

Role Overview

We are seeking an experienced and commercially minded Senior Marketing Executive to take on greater ownership of marketing campaigns, data strategy, and cross-functional coordination. This is a step-up role for a driven marketing professional ready to take on increased responsibility, lead on key deliverables, and support the wider marketing team with strategic input as well as hands-on execution.

- Leading the planning and delivery of multi-channel marketing campaigns for assigned events.
- Taking ownership of the attendee experience pre-event, onsite, and post-event.
- Driving database growth, segmentation, and data quality across all marketing platforms.
- Mentoring and supporting junior members of the marketing team.
- Marketing campaign reporting, performance analysis, and optimisation.
- Working with event sponsors, partners, speakers, and delegates to maximise attendee numbers and engagement.

Key Responsibilities

Campaign & Content Management

- Lead the creation of engaging, platform-optimised multi-media content across all marketing channels, in line with brand guidelines, tone of voice, and corporate messaging strategy.
- Plan, manage, and deliver integrated digital, email, and social media marketing campaigns, ensuring the right message reaches the right audience.
- Write benefit-driven sales copy for brochures, email campaigns, social media, and event materials.
- Manage the GBM brand, event branding, and associated websites.

Data & CRM

- Take ownership of database growth — sourcing, segmenting, and maintaining a clean and highly responsive contact database in conjunction with the Conference Producer and Sales Director.
- Manage the CRM registration process for attendees and ensure data integrity.
- Identify and source relevant new data audiences to support revenue targets.
- Minimise unsubscribes and improve email deliverability and engagement rates.

Reporting & Analysis

- Produce and present weekly, monthly, project, and quarterly performance reports across all marketing channels.
- Analyse campaign metrics to identify trends, optimise performance, and feed learnings back into strategy.
- Conduct competitor and market analysis to keep the team informed of relevant trends and opportunities.

Stakeholder & Partner Management

- Liaise with the Sales, Production, and Marketing teams to align campaign activity with broader event and business objectives.
- Source relevant event partners and secure contra deals to maximise GBM's reach (e.g. data acquisition, advertising, media partnerships).
- Source and confirm relevant attendees via email, social media, and face-to-face engagement.
- Establish and maintain strong relationships with attendees, ensuring their needs are met before, during, and after events.

- Provide onsite real-time support to attendees at events.

Strategy & Team Contribution

- Contribute to the development of event marketing plans and budgets, bringing a more senior strategic perspective.
- Generate and feed sales and participant leads through to the wider team.
- Participate in and contribute to team meetings, sharing insights and presenting learnings to the wider team.
- Support and mentor junior marketing team members, helping to develop their skills and manage workload effectively.

Qualifications & Experience

- Bachelor's degree in Marketing, Communications, Event Management, Business or a related field is desirable.
- 2+ years of experience in event marketing, marketing coordination, or a similar role.
- Demonstrable track record of delivering multi-channel marketing campaigns with measurable results.
- Strong organisational and time-management skills, with the ability to manage multiple projects simultaneously.
- Excellent written and verbal communication skills.
- Experience managing or mentoring junior colleagues is advantageous.
- Proficiency in Microsoft Office and marketing tools including CRM systems and email marketing platforms.
- Creative mindset with strong attention to detail.
- Willingness to travel and work outside regular hours when required.

Working Hours & Pattern

- 9:00am – 5:30pm, Monday – Friday.
- Hybrid working — minimum 3 days per week in the London office.

Benefits

- 25 days annual leave per year, plus an additional 4–6 days over the Christmas/New Year period, and an extra day off for your birthday.

- ClassPass Membership.
- Monthly office lunches.
- AXA health insurance after 2 years' service.
- Enrolled in pension scheme on employment.
- Pension salary sacrifice option.

Reporting Structure

- Reports to: Senior Marketing Manager
- Sits within: the Marketing team

Want to apply? Send your CV to Andrew-Stark@GlobalBankingMarkets.com