



SENIOR MARKETING MANAGER

Maternity Cover | Fixed-Term Contract (10–12 Months)

Start Date: w/c 17th August 2026

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

This is a fixed-term maternity cover contract of 10–12 months, commencing 3 August 2026. We are seeking an experienced and dynamic Senior Marketing Manager to plan, coordinate, and execute high-impact events that align with our brand strategy and business goals. This role requires a strategic thinker with excellent organisational skills, a creative mindset, and the ability to lead cross-functional teams.

Responsibilities

Revenue & Business Development

- Maximise total revenue generation across the business.
- Identify and execute cross-sell and group-sell opportunities.
- Identify new opportunities for sales and business development.
- Analyse market trends for business growth opportunities.

Marketing Management

- Maintain high-quality marketing and communication practices across the business.
- Deliver marketing campaigns to maximise business generation.
- Develop, establish, and maintain marketing strategies to meet organisational objectives.
- Manage platforms (CRM system, website, social media) to generate leads and funnel prospects.
- Maximise inbound leads, sponsor and delegate re-books.
- Oversee marketing strategy performance management.
- Lead cross-department communication and project management.

Events — Planning & Promotion

- Maximise total revenue and ROI across all events.
- Analyse data gaps and research new audiences (with the support of the data team).
- Funnel inbound leads across the team.

Communication Management

- Create, manage, and execute communication calendars.
- Set up daily and fortnightly emails to maximise customer engagement.
- Create campaigns and compelling copywriting to generate leads.
- Execute integrated online marketing communications across email, print, direct mail, social media, company websites, and SEM/SEO.

Stakeholder Coordination

- Work closely with internal teams (sales, product, etc.) to align event strategies with business goals.
- Liaise with external partners, sponsors, and stakeholders to maximise event reach and impact.

Measurement & Reporting

- Track and analyse event performance metrics (attendance, engagement, lead generation, etc.).
- Conduct post-event evaluations to assess success and ROI.

- Gather and analyse attendee feedback to improve future events.
- Prepare detailed reports and presentations for senior management.

Budget Management

- Develop and manage event budgets, ensuring cost-effectiveness and alignment with financial goals.

Data Management

- Maximise website visits and generate inbound leads and website referrals.
- Build and maintain a clean and highly responsive customer database.
- Source new data audiences.
- Minimise unsubscribes.
- Conduct weekly data analysis.

Innovation & Continuous Improvement

- Stay up-to-date with industry trends, best practices, and new technologies in event marketing.
- Introduce innovative ideas and strategies to enhance the impact and effectiveness of events.

Qualifications & Experience

- Background in Marketing, Event Management, Hospitality, Business Administration, Communications or a related field is preferable.
- 3+ years of experience in event marketing, event management, or a related role.
- Proven track record of successfully planning and executing events.
- Strong project management skills with the ability to multitask and meet tight deadlines.
- Excellent communication and interpersonal skills.
- Creative problem-solving abilities and a keen attention to detail.
- Ability to work independently and as part of a team.
- Ability to work under pressure and handle multiple tasks simultaneously.
- Willingness to travel as needed.
- Proficiency in event management software and marketing tools.
- Proficiency in Microsoft Office Suite.

Contract Details

Contract Type: Fixed-Term Maternity Cover (10–12 months)

Start Date: w/c 17th August 2026

Working Hours: 9:00am – 5:30pm, Monday – Friday

Working Pattern: Hybrid (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.
- Opportunity to join the company pension scheme after 1 year of service.
- Monthly office lunches.

Reporting Structure

- Reports to: Deputy Director
- Sits within: the Marketing team
- Direct Reports: 1

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