

## Job title: Events and Marketing Executive

### 15below's Vision:

To become the undisputed global leader in traveller communications by providing the single competitive advantage in travel: customer engagement through brilliant communications.

We make journeys easier and more enjoyable by giving our customers and their passengers a stronger sense of control. From disruption management to hyper-personalised pre-departure communications and mobile boarding passes, we build the technology to help companies stay connected with their customers at every stage of their journey.

Established in 2000, we have since grown to become one of the travel industry's major suppliers of passenger messaging solutions. More than 45 airlines, including Qantas, Virgin Australia, Ryanair and JetBlue use our notifications platform. With big ambitions for the future, it's time for us to expand our growing team and we're hoping you are who we're looking for.

### The role:

We truly believe in technical and professional excellence. As part of a rapidly growing team of 120 people you'll share our values of Connected, Collaborative, Progressive, Knowledgeable and Enjoyable. With your knowledge and expertise, you will be helping 15below to continually push the boundaries.

As an Events and Marketing Executive, you will work closely with the 15below Marketing and Commercial teams. You will support the Marketing Manager in a variety of general marketing activities, with a specific focus on taking responsibility for the delivery of several global trade shows, exhibitions and conferences each year.

### What you'll be doing:

- Developing and managing an events calendar with support from the Marketing Manager
- The planning and delivery of B2B events, including, summits, conferences, awards and networking events worldwide
- Managing event logistics, including exhibition stand design, branding, meetings and networking, hotel bookings, international shipping and all associated logistics
- Fully briefing all remote and onsite teams to ensure smooth running pre, during and post event
- Working with the wider commercial team to research, plan and later analyse event campaigns
- Assisting in the implementation of innovative and effective marketing plans
- Supporting to produce high quality innovative and tailored marketing materials
- Source, liaise and manage venues, event contractors and suppliers
- Using Google Analytics, Pardot and Salesforce to report on event and marketing performance
- Attending team meetings and providing updates on upcoming events
- Fostering collaboration and communication amongst team members
- Participating in cross-functional process improvement initiatives
- Perform other related duties as required and assigned
- Contributing to core product development
- Adhere to 15below policies

### Skills we want:

- Experience in events and marketing – ideally 2+ years in an ‘in-house’ capacity
- A proven track record in event organisation and delivery
- Excellent communication and interpersonal skills, to be able to interact confidently with sponsors, speakers and wider 15below teams
- Excellent organisational skills with the ability to prioritise, multi-task, work at pace and to tight deadlines
- Enjoy working flexibly, with the ability to pick up anything thrown at you, and get stuck in
- A brilliant team player
- Experience working in the Travel / Technology / SaaS sector
- Interest in the travel industry – from a technology, B2B and end-user experience perspective

### Skills to impress:

- Experience using Salesforce, Pardot and Google Analytics
- IT, travel and/or B2B industry experience
- Understanding of cultural sensitivities
- A second language, to business level
- BSc/BA or CIM qualification in a marketing discipline

### What kind of person you are:

Naturally we’re looking for the best. We want someone who:

- Is a self-starter with drive and enthusiasm to go the extra mile
- Has a friendly, “can do” attitude
- Has the aspiration and ability to learn new technologies
- Likes to work in a team environment
- Is comfortable working in a constantly changing environment that will require you to play several roles across the marketing function
- Is passionate about delivering work of exceptional quality
- Thrives on challenges and loves grappling with complexity
- Has a calm presence of mind when it’s needed
- Has a strong sensible streak – but happy to have a bit of fun now and again
- Collaborates effectively with other disciplines and can be trusted to deliver

### What’s in it for you?

Work is a big part of life, so it has to be challenging and enjoyable. This job is about empowering you to do your best work as part of a fantastic team.

Package	25 days annual holiday Private Medical Insurance Life assurance 5% Employer Contribution Pension Scheme
Flexible benefits	Various salary sacrifice schemes including: <ul style="list-style-type: none"> <li>- Cycle to Work scheme</li> <li>- Holiday Purchase scheme</li> </ul>
Other perks	Free on-site massages, fortnightly ‘wind-downs’

Reporting to	Marketing Manager
Location	Brighton, United Kingdom
Start date	ASAP
Hours	Full-time

### Interested?

Email us at [jobs@15below.com](mailto:jobs@15below.com) and share with us why you're perfect for this role.

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