

Marketing and Events Lead

Main Purpose of the Role

Support the fast growth of the business by building its brand, improving brand visibility and reach in the market and delivering engaging events for prospects and clients.

Measures of Success

- Brand visibility and reach
- Social media engagement
- Generation of new business leads and sales conversions
- On-time, high quality delivery of project deliverables and tasks
- New ideas and improvements to increase sales and marketing performance
- Successful marketing and delivery of program of events

Main Responsibilities

1. Marketing and social media

- Research, curate and deliver high quality content via our social media channels, including creating engaging social media strategies, multimedia content and facilitating social media communities
- Co-ordinate and market the company's podcast to ensure audience growth, engaging speakers and continuous improvement
- Organize and host marketing events, including webinars, roundtables and masterclasses
- Monitor all social media platforms for trending news, ideas, and feedback
- Design and implement marketing campaigns
- Report on marketing analytics and recommend improvements to maximise performance
- Research and evaluate competitor marketing and digital content

2. Events management (Practitioner training and other events)

- Coordinate all TalentPredix™ Practitioner training events and other marketing and training events, including sending out joining instructions, pre-work and follow-up correspondence.
- Market all programs to ensure they are filled up in line with objectives
- Develop streamlined training and event management processes to ensure they can support the growth of the business and continuous improvement
- Ensure all evaluation data is analysed and reports generated for the directors and trainers
- Ensure the design and content of training programs is updated from time to time

- Support the MD with training portfolio design and identifying an LMS or events management software application to use for training and events in 2023.

3. Sales support and lead generation

- Research prospects and update the company database and customer relationship management systems (CRM).
- Contact prospects to engage with them via LinkedIn, email and phone to advise them of our services to generate new business.
- Respond to any initial enquiries about our products and solutions.

Person Specification

- Strong customer focus and empathy with prospects and customers
- Degree in marketing or occupational psychology
- Well-organised and efficient
- Ability to multitask and take initiative
- Hardworking and dedicated outlook
- Good team player, but able to work independently without close supervision
- Motivated by a dynamic, results-focused, and fast-moving start-up culture
- Strong learner, eager to learn and grow on the job
- Must have a strong passion for marketing and business psychology

Contract Type

Full time

Working Hours

40 hours per week

Location

Hybrid – Need easy access to London

TalentPredix Ltd Company Background

We are a psychological assessment and talent management business that enables clients to achieve excellence by improving hiring, employee development, team effectiveness, diversity and other people processes and outcomes.

Our Purpose

Our purpose is to **unleash exceptional talent and thriving workplaces.**

Our Mission

Using behavioural science, TalentPredix Ltd works with organizations around the world to accelerate business success and thriving workplaces by identifying, developing, and optimizing people's **talent and capabilities**.

As well talent management consulting and coaching solutions, the company offers a **next-generation strengths assessment system, TalentPredix™**, to discover and optimize people's diverse talents, strengths, and potential.

Our Values

Our values guide the way we work. They help us deliver our commitments and achieve fulfilling and lasting partnerships with our clients and stakeholders.

Empower People: We are passionate about seeing people thrive. Everything we do is about empowering people to find meaningful work and enabling them to optimize their full potential.

Boldly Innovate: We rigorously apply scientific methods, but reach beyond tradition by embracing curiosity, experimentation, and courage. We continuously move forward by learning, improving, and innovating.

Grow Stronger Together: By creating strong partnership networks and drawing on collective energy, talents and ideas, we improve outcomes and innovation for all.

Deliver with Heart: We deliver our best and build relationships based on trust, honesty, and respect. We commit to our clients and other stakeholders with our hearts, not just our heads.