

Power Road Studios, 114 Power Road
Chiswick, London, W4 5PY
Tel: +44 (0)208 742 7100
Fax: +44 (0)208 742 7199
E-mail: enquiry@soccerex.com
Website: www.soccerex.com

Soccerex Marketing Director

Communications

Manage effective, varied, & event-specific communications, targeted to global database and sector-specific audiences. Mediums to include online communications, delegate guides, magazines, brochures, adverts and press releases.

Deliver continued improvements to www.soccerex.com to drive clients to the Soccerex site and increase online presence.

Communicate feedback regularly to Soccerex sponsors and partners.

Business Development

Proactively pursue new commercial opportunities to maximise revenue streams.

Media

Increase international presence, from media partnerships in key new territories, working closely with national sales team representatives.

Build upon existing media partners and support their involvement in Soccerex events.

Oversee press accreditation, press facilities, photographers, camera crews and the collation of media coverage.

Deliver Soccerex press conferences around the world.

Sales Support

Continue to improve the quality and quantity of all pre-sale & post-sale marketing materials, in physical, online, audio & visual mediums.

Collate and produce sector specific case studies, competitor analysis, testimonials and sponsorship support.

Brand Building

Further establishing individual events' identity and create a professional 'look and feel' throughout every aspect of the company. Lead the industry in active corporate social responsibility.

Logistics

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Deliver seamless logistics by clarifying accountability throughout the department, analysing training needs and building a marketing portfolio for potential sponsors/partners. Collate all feedback/statistics from website, interviews, film footage, testimonials & e-communication data to improve Soccerex products and services.

Marketing Director to manage a small team to support and deliver the Marketing Strategy for Soccerex Forums and the Soccerex Convention.

Salary based on experience

Please send CV and cover letter to Charlie@soccerex.com