



## **FORUM BUSINESS MEDIA LTD**

*Join a fast-growing global media group*

Forum Business Media is the UK subsidiary of the international **Forum Media Group** media and events company, headquartered in Germany. Forum has global revenue of over 100 million Euro and over 1,230 employees in 24 countries in Europe, Asia, North America and Australia. For more information visit ([www.forum-media.com/en/](http://www.forum-media.com/en/))

**Forum Business Media Ltd** ([www.forumbusinessstraining.co.uk](http://www.forumbusinessstraining.co.uk)) is a small, friendly and rapidly growing B2B subscription publisher and professional training company based in Twickenham. Its magazines and other information publications, together with its range of conferences, seminars and digital professional training, are widely used by schools, care homes, charities, Early Years settings and dentists, among others.

### **Senior Marketing Executive**

Are you passionate about marketing and want to take the next step in your career? Forum Business Media are looking for an ambitious, Senior Marketing Executive to join our fast-growing publishing and events business. Reporting to the Head of Marketing, the Senior Marketing Executive will be responsible for delivering a robust marketing strategy as well as line managing the Digital Marketing Executive.

### **Key responsibilities**

- To oversee the delivery of a broad range of marketing campaigns
- To manage a Digital Marketing Executive to ensure they are delivering creative campaigns on time
- Work with the Head of Marketing to devise marketing strategy for our portfolio of products using all available channels, including; PPC, SEO, and Social Media
- Assist with the management of the marketing budget
- Regularly analyse campaign performance and report directly to the Head of Marketing

### **Required skills**

- Highly organised with meticulous attention to detail and an ability to prioritise and work to deadlines
- Strong digital marketing background essential
- Strong communication skills, including excellent written and spoken English
- Team player with the ability to work closely with others
- Financial skills to plan and manage a budget and negotiate with suppliers
- Leadership potential

### **Desirable attributes**

- At least 3 years experience in B2B marketing
- Marketing qualification or degree level educated
- Self-motivated, with entrepreneurial spirit and creativity
- Ambitious and eager to develop their career
- Disciplined and conscientious with strong work ethic

**TO APPLY:** Please email your CV along with a cover letter outlining why you want to join Forum Business Media to Joanna Milne at [helen.ivey@forumbusinessmedia.co.uk](mailto:helen.ivey@forumbusinessmedia.co.uk)