



Marketing Executive - B2B Technology & Cybersecurity Events (EDS Brands Ltd)

Are you a marketing whiz with a passion for the dynamic world of B2B tech and cybersecurity events? Do you thrive in a fast-paced environment, crafting creative campaigns that drive results? Then EDS Brands Ltd wants YOU!

About Us:

EDS Brands Ltd is a vibrant and leading force within the B2B events industry. We're renowned for delivering best-in-class conferences that bring together the brightest minds in technology and cybersecurity. Fuelled by a collaborative spirit and a relentless commitment to excellence, we create experiences that spark innovation and connection. We bring together senior leaders from across the globe to exchange ideas, share best practices and forge connections at our exclusive summits, industry dinners and various other networking events. Our portfolio serves the industries finest, Chief Information Officers (CIO), Chief Information Security Officers (CISO), Chief Data Officers (CDO), Chief Financial Officers (CFO) and Chief Human Resources Officers (CHRO).

The Role:

As a Marketing Executive, you'll play a pivotal role in promoting our upcoming B2B technology and cybersecurity conferences. You'll be a strategic marketing mind, crafting compelling campaigns that generate excitement, attract high-calibre attendees, and contribute to the overall success of our events.

Responsibilities:

- Develop and execute comprehensive marketing campaigns across various channels (digital, social media, email, content marketing).
- Manage and optimize our online presence, including website content, SEO strategy, and social media engagement.
- Showcase your flair! design and create engaging marketing materials (e.g., brochures, landing pages, email newsletters) to promote conferences.
- Collaborate with the sales team to develop targeted lead generation strategies.
- Analyse marketing campaign performance and generate data-driven insights to optimize future efforts.
- Stay up to date on the latest marketing trends and technologies within the B2B events industry.
- Support with event logistics as needed, such as speaker promotion and attendee communication.

You're a Perfect Fit If You Have:

- Minimum 2 years of experience in B2B marketing or a related field.
- A strong understanding of marketing principles and best practices.



- Proven ability to develop and execute creative marketing campaigns across various channels.
- Excellent written and verbal communication skills.
- Proficiency in marketing automation tools (e.g., HubSpot) and social media platforms.
- A passion for the B2B technology and cybersecurity landscape (a plus).
- The ability to work independently, manage multiple tasks effectively, and meet deadlines.
- A data-driven mindset and a knack for analysing results and optimizing campaigns.

We Offer:

- A competitive salary and benefits package to support your well-being.
- The opportunity to work within a dynamic and collaborative environment.
- Be part of a passionate team that's dedicated to delivering exceptional events.
- Gain exposure to cutting-edge technologies and connect with leading industry figures.
- See your creativity come to life and play a key role in the success of our B2B conferences.

Ready to Champion Marketing for EDS Brands Ltd?

If you're a marketing enthusiast with a strategic mind and a passion for the B2B tech and cybersecurity space, then we encourage you to apply!

Please submit your CV and cover letter to:

careers@edsxevents.com and please include the role you are applying for along with your full name in the subject line.

The EDS Brands team is excited to hear from you!