

Join Our Team!



Marketing Manager

Location: Office based 4 days a week with 1 work from home day

Reporting to: Director

Salary: On Request

About Echo Events & Association Management

Echo Events & Association Management provides professional association management, event management and strategic support services to membership organisations, associations and professional bodies. We work as an extension of our clients' teams, delivering exceptional member engagement, communications, marketing and business growth initiatives.

We are seeking an experienced and proactive Marketing Manager to lead the marketing function across our portfolio of association clients, while also overseeing the marketing activities of Echo Events & Association Management itself.

This is a varied, hands-on role suited to an all-round marketer who enjoys developing strategy, creating content, managing projects and building strong client relationships. The successful candidate will be the primary marketing lead for our clients, working closely with boards, committees and stakeholders to create and implement effective marketing plans that support organisational objectives.

Purpose of the Role

The Marketing Manager will have overall responsibility for the planning, development and delivery of marketing activities for Echo and the associations we manage.

The role combines strategic marketing leadership with day-to-day implementation and requires excellent organisational skills, creativity, strong communication abilities and the confidence to advise clients on marketing best practice.

The Marketing Manager will also be responsible for managing and developing marketing support staff, delegating workload appropriately and ensuring projects are delivered to a high standard and on schedule.

Key Responsibilities

Marketing Strategy & Planning

- Create, develop and execute marketing strategies for all external clients.
- Develop overarching annual marketing plans aligned to organisational objectives.
- Work with clients to define strategic aims, mission statements and key messages.
- Translate organisational objectives into practical marketing activity plans.
- Monitor progress against marketing objectives and provide regular recommendations for improvement.
- Encourage and support clients in implementing agreed plans through regular follow-up and communication.

Client Relationship Management

- Act as the primary marketing contact for assigned clients.

- Build strong, professional relationships with client stakeholders, boards, committees and partners.
- Provide expert marketing advice and guidance.
- Identify opportunities to improve audience engagement, membership growth, event attendance and brand visibility.
- Present marketing plans, reports and recommendations to clients when required.

Content Creation & Copywriting

- Develop engaging content for digital and traditional marketing channels.
- Interpret complex or technical information and communicate it in a clear, engaging and audience-appropriate manner.
- Write marketing copy for websites, newsletters, email campaigns, social media, publications and promotional materials.
- Create key messaging frameworks and content plans aligned with strategic objectives.
- Produce content that supports brand consistency and audience engagement.

Digital Marketing & Social Media

- Manage multiple social media channels across client and company accounts.
- Develop social media strategies and content calendars.
- Create and schedule engaging content including copy, graphics and video.
- Monitor social media performance and recommend improvements.
- Support clients in understanding and maximising the value of social media marketing.
- Delegate social media activity to support staff where appropriate and oversee delivery.

Website Management & SEO

- Manage and update client and company websites.
- Lead website development and redesign projects when required.
- Create and upload website content and digital assets.
- Ensure websites remain accurate, engaging and up to date.
- Review website performance and user experience.
- Implement and maintain SEO best practices, including keyword optimisation and content enhancement.

Brand Management

- Ensure consistent application of client and company branding across all communications.
- Develop and update brand guidelines where required.
- Support clients in strengthening and maintaining their brand identity.

Design & Creative Development

- Create visual marketing content including graphics, presentations and promotional materials.
- Design printed and digital marketing collateral.
- Develop creative concepts for campaigns, events and membership engagement activities.
- Create video and multimedia content where appropriate.

Person Specification

Essential Skills and Experience

- Proven experience in a broad marketing role.
- Experience developing and implementing marketing strategies.
- Strong copywriting and content creation skills.
- Excellent verbal and written communication skills.
- Experience managing multiple projects and competing priorities.
- Strong social media management experience across multiple platforms.
- Experience managing websites and content management systems.
- Understanding of SEO principles and digital marketing techniques.
- Experience creating marketing materials both online and offline.
- Excellent stakeholder and client management skills.
- Experience working with external suppliers, media contacts and partners.
- Strong organisational and project management skills.
- Experience managing or supervising staff.

Desirable Skills and Experience

- Experience working with membership organisations, associations or not-for-profit organisations.
- Experience using design software such as Adobe Creative Suite or Canva.
- Experience producing video content.
- Knowledge of email marketing platforms and analytics tools.
- Understanding of sponsorship and partnership management.
- Experience working within an agency or client-service environment.

Personal Attributes

- Strategic thinker with a hands-on approach.
- Creative and commercially aware.
- Highly organised and detail-oriented.
- Confident communicator and relationship builder.
- Self-motivated with the ability to work independently.
- Flexible and adaptable in a fast-paced environment.
- Proactive problem solver.
- Professional, collaborative and client-focused.

To apply, please send your CV and a covering letter outlining your relevant experience and why you would be a great fit for Echo Events & Association Management to TraceyChristy@echoevents.org