## Marketing and Events Coordinator

We are looking for a proactive, detail-oriented and enthusiastic Marketing and Events Coordinator to join our team. This individual will play a key role in supporting the planning and execution of our events and marketing communications initiatives. This role involves coordinating event logistics, assisting with promotional campaigns, and ensuring seamless communication with internal teams, vendors and clients.

The ideal candidate will be highly organized, a strong communicator and capable of managing multiple projects while maintaining professionalism and meeting tight deadlines.

**Reports To:** Group Marketing Manager
**Location:** Head Office, Albourne / hybrid
**Effective Date:** November 2025

## ABOUT TECHNETIX

Technetix provides critical broadband infrastructure for network operators globally. We work closely as trusted partners with wireline and wireless customers across 70 countries, listening to their needs, innovating and delivering technologically advanced products and solutions. Our products and solutions drive more flexible and powerful networks that extend network lifespan, stretch capex to the maximum, and reduce cost of ownership and energy consumption. A market-leading technology company, Technetix has operational sites in the UK, the Netherlands, USA, Canada, Spain, Germany, Belgium, Kosovo, China and Taiwan. Our globally facing approach keeps our focus sharply on maintaining strategic partnerships with the world's major cable and telecommunications companies; listening to their specific problems to create tailor-made products and solutions.

While experience in the broadband or telecoms industry is not essential, the ideal candidate will be a fast learner, curious, adaptable, and eager to grow within a highly innovative and fast-moving global business environment.

## ROLE DESCRIPTION

As Marketing and Events Coordinator, you will be responsible for the coordination of both digital and in-person events on a global scale. Key responsibilities include managing all aspects of event coordination – including the delivery of briefings to internal teams, arranging event kits, promotional material, liaising directly with suppliers, handling contracts and event documentation. You will also conduct market research, perform competitor analysis, and assess event performance through ROI. Travel is an important aspect of this role, and the candidate must be willing to do so when required by the business.

In addition to event coordination, you will work closely with the Group Marketing Manager to deliver strategic marketing plans to increase brand awareness and drive sales. Key tasks include supporting and planning of our marketing communications activities, updating our marketing planner with timelines and deadlines.

The candidate will also be heavily involved in preparing social media content for LinkedIn, writing engaging blog posts, email marketing campaigns and press releases.

The candidate will be expected to work independently and collaboratively, demonstrating strong organizational skills and attention to detail.

## KEY RESPONSIBILITIES

**End-to-end event management:** Ownership of the entire events process, from detailed planning through to the budgeting, execution and post-event evaluation. Responsibilities include creating comprehensive event plans, checklists and timelines.

**Stakeholder coordination:** Identify and liaise with suppliers and venues. Negotiate contracts, manage timelines and ensure all deliverables are met to deadlines. Brief internal departments on event and marketing strategy and hold meetings to discuss responsibilities.

**Onsite support:** Represent the marketing team at events globally where required. Responsibilities onsite include overseeing the stand build and breakdown and managing logistics. You will also provide hands-on support during the events by serving refreshments and keeping the stand organized. Working closely with sales, you will help them to capture leads and enter them into Salesforce accurately.

**Salesforce (Marketing Cloud):** Working alongside the Digital Marketing Assistant, you will build email marketing campaigns to promote all our events and monitor performance. You will draft initial content for review and make suggestions for improvement by conducting research and reviewing the campaign's analytics. Other responsibilities include creating customer journeys and drafting external surveys, forms and landing pages.

**Content and campaign support:** Assist the marketing team in preparing award submissions, and drafting press releases that highlight Technetix' achievements. You will also support with the organization and coordination of materials for both print and digital advertising.

## KEY PROJECTS <OR> CLIENTS

**Marketing strategies**: Working alongside the Group Marketing Manager you will support the development and execution of the group marketing communications plans. You will be responsible for adding and managing deadlines for our advertising schedule and PR activities.
**Internal newsletter**: Management of internal weekly newsletter in WordPress by sourcing content, creating banners in Photoshop and drafting copy.
**Social media**: Preparing posts for social media (LinkedIn) and creating event blog posts when required.
**PR and advertising**: Working closely with Group Marketing and other departments to draft initial content for press releases, awards submissions, and email marketing as well as liaising with product marketing on advertising strategies.
**Customer giveaways**: Maintaining and reviewing stock across all offices.
**Event leads**: Making sure the sales teams are entering leads from tradeshows into Salesforce so we can measure ROI effectively. You will be required to order business cards for employees, support the team with using our digital business card app and organize lead retrievals where required.
**Website**: Liaising with the Digital Marketing Assistant to ensure we are promoting all events across the website.

## QUALIFICATIONS

- Bachelor's degree in marketing or business management or equivalent
- 2-3 years of experience in a similar role, and an interest in developing a career in marketing.
- Organized - manage multiple tasks effectively and project manage.
- Responsive – react quickly to urgent tasks, the ability to prioritize and maintain a proactive approach.
- Ownership – the ability to take responsibility for your work, staying organized and learning from feedback.
- Commitment – self-motivated and dedicated to going above and beyond to meet the company's goals.

- Experience using Photoshop is desirable.
- Strong written and verbal communication skills.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Experience using Salesforce and Marketing Cloud.
- Creative mindset with the ability to think outside the box.

## KEY COLLEAGUES

Collaborate closely with department heads, managers, and other stakeholders to align operational initiatives with business objectives. Foster effective communication and collaboration across teams to drive cohesive efforts towards operational excellence.

These include:

- Group Marketing department
- Product Marketing Manager
- Product Line Managers
- Chief Sales Officer, Europe and Americas
- Wider sales team
- Executive team
- Chief Technology Officer
- Information Technology

## COMMUNICATION LINES

**Collaborate with:** < Creative Lead, Graphic Designer, Marketing Copywriter, Digital Marketing Assistant, Product Photographer, Product Marketing Manager >
**Consult with:** < Product Marketing, Sales, Product Management, Executive team>
**Inform:** < Group Marketing >
**Accountable to:** < Group Marketing Manager & Chief Technology Officer >

## SUPORTING DOCUMENTS

Website - www.technetix.com
Blog - https://emea.technetix.com/blog/blog-posts/
LinkedIn - https://www.linkedin.com/company/technetix
YouTube - https://www.youtube.com/c/Technetix-group
press release example - https://emea.technetix.com/latest-news/strong-finish-to-2024-for-technetix-with-deliveries-of-1-8-ghz-amplifiers-to-four-continents/