



IMPACT

Marketing events prospector

The fine detail...



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We have a rare and exciting opportunity for a tenacious and self-motivated person to join our marketing events team

The purpose of the role

To support the growth of Impact's busy marketing events calendar - increasing ticket sales for our annual festival of learning (Learnfest) and increasing attendance at our free monthly networking events (Learnfest in the City) through targeted and proactive prospecting activity.

What is Learnfest?

Now in its 7th year, **Learnfest** brings together some of the world's leading brands (existing and potential Impact clients) such as Google, Santander, Sony, Co-op and Virgin to re-think and create the future of work.

Learnfest is a 3-day festival that combines inspirational speakers, developmental workshops and adventurous fringe activities in a unique format to create an alternative and powerful learning experience.

Learnfest in the City events take place on a monthly basis to support Learnfest by providing a short (3 hour) free taster of the main festival.

We have ambitious growth targets for Learnfest 2019 and require dedicated and experienced prospecting support to help us exceed them.

Here's what's the role involves:

- creating and implementing a robust prospecting plan
- researching and creating segmented prospecting lists (new and existing Impact contacts)
- proactively targeting prospects through a combination of communication channels including phone, email and social media
- building and nurturing relationships with prospects, sharing useful content to increase engagement and conversion rates
- working in partnership with account managers and sales team to co-ordinate prospecting approaches
- working closely with the marketing team to co-create and follow-up on marketing campaigns to promote our events calendar
- writing engaging content to support prospecting activity (e.g. invitations, social media posts)
- working with a CRM system – ensuring relevant, accurate and timely information is captured and recorded

Here's some stuff we'd love to hear about you:

- you have a passion for communication – especially speaking to people on the phone
- you have done this before – previous experience is essential
- tenacious with a capital T!
- dedicated, results-driven approach
- confidence and independence to lead projects
- competent literacy skills – you will need to write clear and coherent communications
- a team player – relationships are at the heart of how we work globally
- you're open to feedback and keen to improve

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Here's some stuff we're brilliant at:

- the money part – competitive salary with additional monthly performance related commission. Profit share, bonus scheme and non-contributory pension scheme are all in there too.
- flexibility – the **location** of the role is flexible (we have offices in both London and Windermere) though we would also consider a working from home option for this specific role. **Working hours** are also flexible to suit the role and the candidate – ideally full-time, but for the right person we will explore alternatives.
- wellbeing – we provide a health care scheme to all employees.
- inspiring and developing – we have a tailored induction process and lots of opportunities (internally as part of the Impact Academy or externally) to learn, develop and progress in your career.
- caring for each other – we provide a supportive team framework. We have been listed as a Great Place to Work employer for the last decade.
- we provide opportunities to support our local communities around the world.
- adventure, fun and fulfilling – we celebrate successes, no matter how great or small.

Would you like to join our team?

We'd love to hear from you if you feel you can demonstrate the skills and experience we require, and persuade us you can make an immediate contribution to the work of our team and to the future of Learnfest.

Apply [here](#)

