

Marketing Executive (Events)

The essentials ...

- Permanent, full-time
- ~£30,000 (depending on experience)
- Hybrid working with 2 days a week at our London office

Who are we?

Founded in 1807, we are the oldest geological society in the world. Today, we are a world-leading communicator of Earth science – through publishing, library and information services, cutting-edge scientific conferences, education activities and outreach to the general public. We also provide impartial scientific information and evidence to support policy-making and public debate about the challenges facing humanity.

We have a membership (Fellowship) of c. 12,000, more than 2,000 of whom are based outside the UK. Approximately 3,000 are Chartered Geologists or Chartered Scientists - professionals who have demonstrated a high level of technical competence in their field and a commitment to professional ethics.

What you'll be doing ...

Our new Marketing Executive for Events will develop and execute effective marketing plans and campaigns for the Society's Events, Training Courses, and Venue Hire operations, helping the department to deliver its objectives and exceed its annual financial target.

Overall responsibilities / requirements ...

- Develop a marketing plan and schedule for events, training courses, and venue hire.
- Develop and implement campaign plans for the Society's events, courses and venue.
- End-to-end campaign management, including planning, copywriting, design, distribution, management of marketing budgets, monitoring, and analysis.
- Use the Society's prospect database in compliance with its Data Protection Policy to segment data, target effectively, and undertake effective marketing.
- Collaborate with external partners and with volunteer course convenors, speakers, etc
- Monitor and analyse results and produce regular marketing reports.
- Develop a sales pipeline, targeting large potential purchasers of group deals.
- Support colleagues in helping to sell and promote sponsorship.
- Contribute fully as a core member of the Events team. This may include ad-hoc activities in the run up to events or during events to ensure the team has adequate staff coverage on the ground and that they are delivered effectively.

What we're looking for ...

Essential

- Proven experience in a direct marketing role, preferably within events or training
- Experience marketing to B2B/professional customers
- Significant email marketing experience, and experience using email marketing software such as Adestra.
- Excellent organisational skills.
- Excellent interpersonal and communication skills.
- Ability to produce compelling promotional copy and marketing assets.
- Confidence in approaching external organisations to promote and sell group training packages, sponsorship opportunities and event-related products.
- Ability to identify leads and nurture customer relationships.
- General IT proficiency

Desirable

- Formal marketing training
- Hold or working towards a recognised marketing qualification (CIM, IDM etc)
- Education to degree level or equivalent.
- Familiarity with design packages such as Canva.
- Social media marketing experience.
- Experience within the science sector.
- Experience within the charity sector, and in particular within a professional or learned society.

A bit about us ...

The Geological Society is a registered charity and employs just under 60 staff at its offices in London and Bath. Our London office is situated in the beautiful London hotspot of Piccadilly in Burlington House, just next door to The Royal Academy.

As an employee conscious company, we invest in our staff by emphasising training, growth and progression in every role. We firmly believe in creating a positive workplace wellbeing culture and offer a range of benefits to our staff including:

- 25 days basic holiday entitlement you start, increasing up to 30 days with continued service (pro-rated for part-time staff)
- Option to purchase up to 2 days extra holiday days per year
- Contributory pension scheme with 10% employer contribution
- Access to 24/7 online GP with mental health & wellbeing counselling
- Free premium Headspace account for you and 2 members of friends/family
- Discounts and recognitions scheme
- Cycle to Work scheme
- Season Ticket Loan scheme
- Life Assurance and Income Protection schemes
- Free access to Royal Academy exhibitions
- Free Geological Society Fellow membership for qualified staff

The Society is committed to fostering an inclusive culture that promotes equality, values diversity and maintains a harmonious inclusive environment in which the rights and dignity of all its members visitors and staff are respected.



We are an equal opportunities employer and the post-holder will be expected to adhere to and support the Society's commitment to diversity, equality and inclusion.

How to apply ...

To apply for this position, please forward a copy of your CV together with a cover letter to recruitment@geolsoc.org.uk. Please ensure that your cover letter highlights your experience in no more than 500 words.

As part of our inclusive recruitment initiative, we have introduced the concept of anonymous recruiting in order to evaluate applicants solely on their skills and experience. With this in mind, we encourage you to:

- Anonymise your application by stating only your initials in your CV (including your file name) and cover letter.
- State your initials and the role you are applying for in the subject line when sending your application.
- Ensure that you have included your contact email and number, as well as dates when you will not be available or might have difficulty with the indicative timetable.

Please let us know if you will require any special provisions to be made should you be called for an interview. We regret that unsuccessful candidates will not be contacted.

All applicants must have the right to work in the UK. We are currently unable to support visa applications.

Deadline to apply: 5th January 2026