



Job Description

Job Title	B2B Brand Manager
Reporting To	Commercial Director
Department	Commercial Marketing

Job Purpose

You will be responsible for formulating and implementing the Silverstone MICE marketing plan to build awareness, sales leads and revenue.

Key Responsibilities

- Create and manage the brand B2B marketing plan to increase leads and revenue
- To implement a brand B2B PR and Social Media strategy for corporate and agency bookers
- To develop and manage the brand B2B continuous e-contact strategy – optimising the booker journey
- To define, execute and manage the Silverstone booker loyalty / incentive programme to drive sales and increase customer loyalty
- Develop and maintain a corporate and booker database
- Design and produce effective B2B brand collateral
- To support the sales team i.e. collateral production, advertising, editorial, exhibitions, FAM trips
- To conduct ROI analysis on all marketing activity and adjust strategy accordingly
- To monitor and report competitor activity to ensure that the product offer continually evolves and underpins the brand positioning
- Agency management – working with our key design, print, CRM and digital agencies
- To manage and monitor the b2B marketing budget

Silverstone Circuits Ltd

Jimmy Brown Centre, Silverstone Circuit, Northamptonshire, NN12 8TN, United Kingdom
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Company No. 882843 VAT No. GB 170160935 Registered in England and Wales



- To manage the customer insight through post event booker feedback survey
- Generating new innovative ideas to drive booker engagement

Key Relationships

Commercial Director, Senior Management Team, Commercial Marketing Team, Sales, Finance, Events and Drive.

All 3rd party agencies

Knowledge, Skills & Qualifications

- Flexible approach to working hours, including weekends and some evenings.
- Full clean UK driving licence
- Ambitious, commercial marketer with digital marketing experience, gained from an events or client-facing environment
- B2B experience
- Experience of managing budgets and financial planning
- Knowledge and experience of successful end-to-end event planning
- Confident communicator who will network and develop strong and productive business relationships with our suppliers, agencies and internal stakeholders.
- Strong and creative copywriting skills.
- Good understanding and awareness of brand management
- An analytical and creative thinker.
- Able to manage a demanding schedule and deliver multiple marketing projects to deadline
- Self-motivated with a proactive approach to all work activities.
- Advanced Microsoft Office skills including Word, PowerPoint and Excel.
- A true passion and expert knowledge of the events industry with an interest in food, drink and the arts.

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