

Marketing Events Executive

Reporting to: Group Head of Marketing
Team: Marketing
Location: Sidcup/London/Hybrid



Join our team

At Frankham Group, we are on an exciting journey. As we scale to become a Top 25 UK built environment consultancy, we are launching a new corporate growth plan. To support this ambition, our Marketing team is expanding.

We are looking for a highly organised Marketing Events Executive. This is a dynamic role where you will be responsible for delivering external, lead-generating events while simultaneously executing internal events that bring our new People Strategy to life and strengthen our culture.

This role is ideal for a proactive event professional who understands how to turn great event marketing into new opportunities, while also knowing how to create internal event experiences that make colleagues feel connected and valued.

Who we are

We are a leading multidisciplinary infrastructure and built environment consultancy.

Our vision and purpose is to shape a safer and better built environment – **trusted** by those we serve, **valued** by the communities we touch, and a place where great **people** thrive.

Reflecting our commitment to being a best-in-class employer, we have proudly held the Investors in People accreditation since 2011 and currently hold IIP Gold status.

Your career at Frankham

People are at the heart of everything we do.

Our commitment is simple: to provide a great place to work and to help you achieve your personal and professional career goals.

Working with us means you will

- maximise your development.
- be part of a community.
- work with exceptional people.
- have a healthy work-life balance.

The values we commit to

People. Partner. Purpose.



Putting People First

We support, respect, and empower each other, because when our people thrive, everything else follows.



Trusted Partner

We honour our commitments, communicate openly, and bring expertise, challenge and care to everything we do.



Driven by Purpose

We create safe, better and more inclusive environments for clients, communities, and the places we help shape.

Your Job Description

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Your key responsibilities

External Events & Commercial Activation

- Research and strategically select external B2B events, seminars, and exhibitions that directly align with our growth strategy.
- Coordinate the end-to-end logistics, promotion, and delivery of targeted events, including roundtables and seminars.
- Collaborate with our external PR agency to drive the operational delivery of digital events, live webinars, and media, positioning our technical specialists as thought leaders.
- Ownership of the post-event process. Ensuring all attendee feedback is gathered, opportunities are tracked, and qualified leads are seamlessly transitioned into the CRM.
- Oversee the production of all event related marketing collateral, exhibition stands, and promotional materials aligned with the Frankham brand.
- Ensure all event and CRM data capture is managed accurately and in line with GDPR requirements, including consent capture, opt-in/opt-out processes, and handling of attendee information.
- Maintain brand consistency and accessibility standards across event communications, delegate materials, digital platforms, and on-site delivery.
- Draft and coordinate event-related communications, including invitations, email campaigns, social media posts, speaker briefs, delegate packs, and post-event follow-up copy.

Internal Events & Cultural Engagement

- Support the logistical planning and execution of internal company events.
- Ensure internal events create the shared experiences necessary to support the new People Strategy and our journey toward Platinum Investors in People.
- Provide support to the Group Social Value Manager for the execution of community impact days and client/charitable initiatives.

Planning, Budgeting & Coordination

- Act as the central hub for all group events. Implement and manage a unified booking, tracking, and reporting process.
- Support the Group Head of Marketing with budgeting and ROI tracking, negotiating with suppliers to ensure maximum commercial value. Track every external attendance and sponsorship to establish overall event ROI.
- Maintain and coordinate the annual events calendar, ensuring a balanced spread of internal and external activities without scheduling conflicts.
- Coordinate closely with technical specialists, regional leads, Business Development/Sales, Internal Communications, the PR agency, suppliers, venues, and other stakeholders to ensure events are strategically aligned and professionally delivered.

Your Job Description

About you

- You will have a proactive approach and be willing to learn.
- Able to work on your own initiative, making decisive logistical decisions under pressure.
- Ability to engage and influence stakeholders at all levels, from external clients to internal senior leadership.
- Able to build strong relationships and collaborate naturally across teams.
- Highly adaptable, with the energy required to manage on-site event execution.
- Willing and able to travel across the UK for events where required, with flexibility to support occasional early starts, evening events, or out-of-hours delivery.

Your skills and experience

Essential

- 3-5 years' experience in events, marketing or business development.
- Commercial awareness, with a clear understanding of how events generate leads, and proven experience managing post-event CRM data capture.
- Exceptional organisational skills with the ability to manage multiple event timelines and competing priorities simultaneously.
- High attention to detail.

Desirable

- Experience rolling out and managing digital event platforms, webinars, or podcast production.
- Experience using CRM systems and event management platforms.
- An understanding of the built environment, construction, or engineering sectors.

Your Qualifications

Desirable

- Degree or equivalent qualification in Event Management, Marketing, Business, or Hospitality

Benefits & Initiatives

We offer excellent benefits and initiatives, including:

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| • Hybrid working | • Generous maternity & paternity pay |
| • Health insurance - Health Shield cash plan | • Death in service |
| • Professional qualification support | • Long service awards |
| • Incentive scheme | • Frankham Friday |
| • Electric car scheme - Tusker | • Annual leave - sell, buy & carry-over |
| • Cycle-to-work scheme | • Annual season ticket loan |