

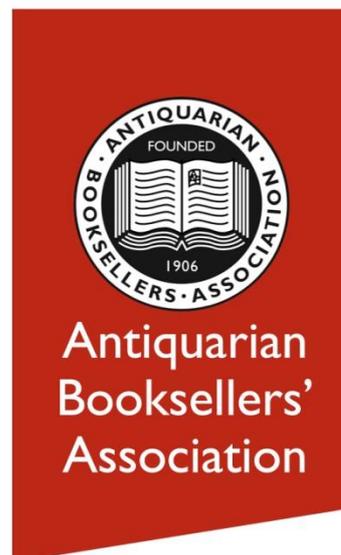
## Events Marketing Officer

**£22,000 plus pension**

**3 days per week 9-5 or equivalent**

**Permanent contract**

**Saturday working and longer hours will be required during our book fairs (twice a year only).**



**Part-time or flexible working will be considered for the right candidate.**

The ABA is the UK's senior trade association for antiquarian booksellers, organising international and national book fairs and events and providing services to the membership. The ABA is excited to transfer its major annual international bookfair to a new venue, Battersea Evolution, in 2018, and is creating the specialist role of Events Marketing Officer to relaunch the ABA's bookfairs to exhibitors, members, associates and the wider public.

The main responsibilities include:

- Promote the ABA's annual London International Antiquarian Book Fair and its new venue
- Promote the smaller annual Chelsea Book Fair and other ABA events and activities
- Engage with current, past and prospective exhibitors to drive awareness of the relocation of the book fair and promote the benefits of exhibiting and attending the fair and its new location
- Promote the fair both broadly and specifically, across all channels, to prospective attendees
- Devise and implement online and offline marketing strategies to promote the fair, both broadly and specifically, to attract attendees
- Monitor and evaluate responses to marketing strategies and adapt marketing approach to ensure maximum reach and uptake
- Assist the ABA secretariat in identifying and attracting prospective exhibitors
- Identify and target prospective attendees, including trade, libraries and institutions, private collectors and others
- Create a marketing plan and conduct marketing campaigns for all ABA events
- Set up marketing deals with external partners to maximise external reach
- Write copy for emails and brochures
- Create, develop and maintain the dedicated London International Book Fair web pages
- Set up and implement social media strategies for ABA events
- Assist in the wider promotion of the ABA and its activities and development and promotion of its brand
- Engage continuously with trade and broader media to promote the ABA's events and wider activity, including preparing and issuing press releases, organising interviews etc.
- collating and analysing media coverage to understand and direct uptake and impact

The ideal candidate will have:

- several years' experience in event marketing or similar with a proven track record
- a background or strong experience in the arts sector, ideally in books
- superlative verbal and written communication skills and excellent written and spoken English
- excellent organisational skills and an ability to work under pressure
- original, innovative and creative thinking with an open mind
- experience and familiarity with digital platforms and generating digital content
- experience of managing websites and databases
- experience with social media platforms
- ability to quickly understand the business and build internal and external relationships to keep our offer fresh, exciting and attractive
- a high level of motivation and enthusiasm

Please submit the application form, along with samples of your writing, with links to any websites or social media accounts that you have contributed to, to [secretary@aba.org.uk](mailto:secretary@aba.org.uk).

Closing date for applications: 22<sup>nd</sup> November