

Job Description

Job Title:	Event Marketing Specialist	
Department:	Marketing	
Location:	Hybrid (split between Hampton Wick office and home-working)	
Country:	UK	
Level:	Individual Contributor	
Reports to:	Head of Marketing	
Responsible for:	N/A	
Contract Type:	Permanent / Full-time	
Contracted Hours/Days:	37.5 hours / 5 days per week	Date: 09.01.26

About Us

At Reveal, passion meets purpose. Our body-worn video solutions are more than just technology; they're a testament to our commitment to safety, innovation and change. Rooted in the UK, we've become a trusted ally for many police forces, local authorities, retailers and private organisations; helping to pioneer and drive the application of body-worn video in settings and geographies where we can see exciting potential. With an influence now spanning over 40 countries, our mission to make a positive impact continues to gain momentum.

Purpose of the Role

The Event Marketing Specialist is responsible for planning and delivering Reveal's international programme of events and webinars, with a clear focus on generating new leads and strengthening relationships with prospects and customers against agreed KPIs.

Working closely with the Head of Marketing and Senior Demand Generation Manager, this role owns the end-to-end delivery of Reveal's webinar and international event calendar aligned to Reveal's commercial objectives and target markets. This includes full project management across all stages of event execution - from attendance to logistics, branding to content delivery, briefing to reporting.

As a guideline, the Event Marketing Specialist can expect to manage around 20 physical events and 5 webinars on an annual basis.

This role plays an important part in supporting Reveal's mission to deliver trusted, high-quality solutions that make the world safer.

Key Responsibilities

The following outlines the principal responsibilities of the role. This list is not exhaustive and may be updated to reflect business needs, provided it remains aligned with the overall purpose of the position.

Event Strategy, Planning & Budget Management

- Contribute to the global event calendar, supporting the planning and delivery of a mix of demand generation, brand, and customer-focused events across priority markets.
- Support budget planning, forecasting, and ongoing management for events, ensuring spend is tracked, optimised, and aligned with agreed plans.
- Contribute to quarterly and annual integrated marketing plans for target regions and verticals, ensuring events are aligned with broader marketing objectives.

Event Delivery & Project Management

- Project manage the end-to-end execution of virtual and physical events, including webinars, trade shows, exhibitions, conferences, customer user groups, and other innovative online formats, delivering against defined KPIs and quality standards.
- Manage day-to-day event requirements, timelines, and dependencies, working with internal stakeholders and external suppliers to ensure smooth delivery.
- Confidently plan and run webinars and virtual events using platforms such as Zoom and Microsoft Teams, ensuring a professional and engaging attendee experience.

Audience Generation & Campaign Execution

- Coordinate with the Senior Demand Generation Manager to drive target audiences to events using the optimal mix of channels.
- Execute event marketing activity directly and brief internal teams, agencies, or suppliers as required to support campaign delivery.
- Apply insights and lessons learned from previous events to continuously improve audience generation and performance against KPIs such as registrations, attendance, stand visitors, and pre-arranged meetings.

Sales, Customer & Partner Engagement

- Work closely with Sales and Marketing teams to execute account engagement strategies through events, supporting new business pipeline generation and acceleration of existing opportunities.
- Proactively engage with Sales teams to coordinate, communicate, and optimise the impact of Reveal events.
- Confidently interact with customers, partners, and sponsors in support of event planning, promotion, and delivery, representing Reveal professionally.

Vendor & Partner Marketing Management

- Evaluate, select, and manage vendors that support event demand creation programmes, including event organisers, suppliers, agencies, and media partners.
- Support partner marketing activity such as co-hosted or sponsored events, working collaboratively while commercial negotiations remain outside the scope of the role.
- Ensure vendors and partners deliver to agreed expectations, timelines, and quality standards.

Measurement, Reporting & Optimisation

- Monitor and report on event performance on a per-campaign basis, using Salesforce and other relevant tools to track results against KPIs.
- Analyse event outcomes to inform future event selection, planning, and optimisation, sharing insights with relevant stakeholders.

Market Awareness

- Keep ahead of industry trends and developments in event marketing to ensure Reveal continues to maximise global event opportunities.

Qualifications, Skills and Experience

Essential

- 3+ years experience of running successful international event marketing programmes, including webinars and physical events, across multiple regions.
- Demonstrable experience and evidence of generating audiences for international events and webinars.
- Highly experienced in working with international vendors and teams effectively.
- Hands-on experience planning and delivering webinars using platforms such as Zoom and Microsoft Teams.
- Experience managing and tracking event budgets, forecasts, and spend in line with agreed plans.
- Highly organised self-starter with strong project and time management skills, able to manage multiple priorities with maturity and ownership.
- Adaptable and comfortable operating in a fast-paced, complex environment, with a growth mindset and commitment to continuous improvement.
- Excellent communicator with strong interpersonal and emotional intelligence skills, able to build effective working relationships and exercise sound judgement.
- Quality-focused with exceptional attention to detail and a commitment to delivering high-standard outputs.

Desirable

- Degree or professional qualification in marketing, digital marketing, or a business-related field.
- Good working knowledge of Salesforce for event reporting and pipeline tracking, and Pardot (or comparable marketing automation platforms).
- Formal project management qualification (e.g. PRINCE2, PMP).

Working at Reveal

Joining Reveal Media isn't just about taking on a job - it's about being part of a family that champions change. We combine our passion for innovation with a genuine desire to make the world safer. Here, every challenge becomes an exciting project, every solution a collective win. Surrounded by a diverse, forward-thinking team, you'll experience a culture where ideas flourish, growth is nurtured, and every day is an opportunity to make a real difference. And with an array of benefits tailored to your wellbeing and development, we ensure that while you're taking care of our mission, we're taking care of you.

Your Benefits

Please see separate document for our full list of benefits. These include:

- **Private Medical Insurance:** Your health matters, and we've got you covered.
- **Birthday Off:** Celebrate your day your way – it's on us.
- **Holiday Purchase:** Need more downtime? Purchase up to an additional 5 days holiday.
- **Employee Assistance Programme:** Confidential 24/7 helpline and support for you and your immediate family.
- **Time for You:** We value your personal time. That's why we aim to finish work at 2pm on Fridays.
- **Better Working:** We embrace hybrid working and, where it is operationally practicable, we support employees splitting their working time between the office and home.
- **Pension:** Plan for tomorrow with our pension scheme.

Sustainability & Responsibility

Reveal is committed to operating responsibly and reducing our environmental impact. We continually review our products, operations and partnerships to support more sustainable outcomes and encourage our people to contribute to positive environmental change.

Equality, Diversity & Inclusion (EDI)

We are committed to building an inclusive and equitable workplace where every individual feels respected, valued and empowered to succeed. We recognise that diverse backgrounds,

perspectives and experiences drive innovation and excellence. As such, we actively welcome and encourage applications from all sections of the community.

Acknowledgment:

I acknowledge receipt of this job description and understand the responsibilities and requirements of the role. I am aware that this is not an exhaustive list and may be updated, from time to time, to reflect business needs and organisational priorities, while remaining aligned with the overall purpose of the position.

Employee Name:	Date:
Employee Signature:	