



Communications Executive – Job Description

Responsibilities:

Role Summary This role has two distinct elements:

- Promotion, marketing and management support for ICA Bremen
- Support the effective delivery of ICA events

ICA BREMEN

Communications and Marketing

- Responsible for the production, delivery and evaluation of ICA Bremen's marketing plan
- Maintain and develop the ICA Bremen brand
- Manage the ICA Bremen marketing budget
- Develop and manage the ICA Bremen website
- Responsible for creating and executing all marketing and communications of ICA Bremen including social, digital and print
- Design presentations for meetings and events
- Plan, co-ordinate and promote ICA Bremen training courses and events
- Plan and minute board meetings, coordinating travel when necessary
- Schedule, manage and set agenda for ICA Bremen team meetings.

ICA EVENTS

- Support the delivery of ICA's annual events: Complete Cotton, trade event and gala dinner
- Identify and categorise all incoming event enquiries for the relevant person to action
- Support the handling of delegate enquiries, hotel bookings, visa requests & general queries
- Support the promotion of ICA's annual events
- Co-ordinate meeting room bookings and requirements alongside onsite management
- Send payment reminders and process cancellations
- Support the management of onsite enquiries
- Support the conversion of non-members from events.

Deliverables:

- Ensure ICA Bremen brand consistency and increase awareness of ICA Bremen's unique contribution with respect to quality and sustainability in the cotton community
- Promote increased website engagement and user satisfaction
- Increase digital channel subscriptions and engagement
- Deliver timely and strategic marketing communications which help meet the company's objectives whilst remaining in budget
- Co-ordinate successful training courses and sell delegate places, acquiring sponsorship where necessary
- Develop ICA Bremen's reputation as a 'centre of excellence' for cotton quality
- Support in maintaining the ICA's reputation as a leading event provider in the industry.