



Marketing and Events Executive

Location: C4Di @TheDock, 31-38 Queen Street, Hull, HU1 1UU/hybrid by arrangement

Contract: Full time

Salary band: £27-30k FTE (depending on experience)

Reporting line: Reports to Head of Marketing & Communications.

The Organisation

Future Humber is the place leadership organisation for Humber, bringing together ambitious businesses, anchor institutions, investors, local authorities and education partners behind a shared vision for the region's future.

We exist to build reputation, influence and confidence in Humber, nationally and internationally, positioning the region as one of the UK's most important places for clean growth, advanced manufacturing, global trade, food and agriculture, innovation and skills.

As the UK's Energy Estuary and a globally significant centre for energy, industry and infrastructure, Humber is demonstrating how a place can drive productivity, resilience and long-term economic growth, while supporting the transition of major industries and supply chains.

Future Humber acts as the engine room for collective action across Humber. Through our Principal and Major Partners, Bondholder network, campaigns, events and partnerships, we convene decision-makers, shape narratives, and create platforms that unlock investment, attract and retain talent, and accelerate opportunity.

Humber is a place defined by determination, ingenuity and authenticity - a region that consistently finds new ways to turn challenge into opportunity and ambition into action.

Everything we do is rooted in Place, telling a confident, credible and joined-up story about Humber, and translating that story into practical outcomes for businesses, people and communities.

What we offer

A unique working environment:

Our office is based in C4DI, one of the region's most sought-after collaborative workspaces, located in the heart of Hull's business community. The environment brings together entrepreneurs, innovators and businesses, creating an energising and well-connected place to work.

Flexible and hybrid working:

We support a hybrid and flexible approach to work that recognises the importance of balance while ensuring the team can collaborate effectively.

A purpose-led organisation:

Everything we do is focused on promoting Humber and supporting its long-term success. The role offers the opportunity to contribute to meaningful work that benefits businesses, communities and the wider regional economy.

Commitment to sustainability, EDIB and wellbeing:

Future Humber is committed to operating responsibly and creating an inclusive and supportive working environment. Sustainability, equality, diversity, inclusion and belonging (EDIB), and mental health and wellbeing are important priorities within our organisation and how we work together as a team.

Role Summary

The Marketing and Events Executive is a key delivery role within the Marketing & Communications team, responsible for coordinating and delivering Future Humber's events programme and supporting the execution of marketing and communications activity.

The role plays a central part in planning and delivering high-quality, engaging events that bring together businesses, partners and stakeholders, showcasing Humber and creating meaningful engagement across the network. Alongside this, the role supports the coordination of campaigns and communications

activity across channels, ensuring delivery is well organised, consistent and aligned with Future Humber's priorities.

Working closely with the Head of Marketing & Communications, and alongside the Digital Marketing Executive and Content & Design Executive, the role helps ensure our activity is consistent, purposeful and aligned to our Place narrative, while continually building understanding of Humber's businesses, communities and opportunities to help shape meaningful communications and engagement.

Why This Role Exists

As Future Humber continues to grow its programme of events, campaigns and communications activity, we need consistent and proactive coordination to ensure delivery remains high quality, well organised and aligned with our wider Place narrative.

This role exists to provide the operational backbone for our marketing and events programme, ensuring activity is delivered smoothly, professionally and with attention to detail. From coordinating events and communications to supporting campaigns and tracking performance, the role helps translate strategic priorities into well-executed activity that brings people together, strengthens engagement and showcases Humber.

By ensuring our events, communications and marketing activity are delivered consistently and effectively, the Marketing & Events Executive plays an important role in helping Future Humber build visibility, connection and confidence in the region.

Key Responsibilities

Events Delivery & Coordination

- Lead the planning and delivery of Future Humber events and partner-led activity

- Coordinate logistics including venues, suppliers, delegate communications and materials
- Lead on-the-day delivery and post-event follow-up
- Help ensure events feel professional, well organised and aligned to brand

Marketing & Communications

- Support the delivery of integrated marketing and communications activity across digital, email and owned channels
- Assist with campaign planning, scheduling and coordination
- Draft and coordinate content for newsletters, email marketing and internal communications
- Ensure messaging reflects Future Humber's strategic priorities and Place narrative
- Support briefing, approvals and version control for marketing materials

Email Marketing

- Build and schedule email campaigns using agreed templates and tone
- Maintain mailing lists and support basic segmentation in collaboration with colleagues
- Track open rates, click-throughs and engagement, feeding insight back into planning

Sustainability & Responsible Delivery

- Lead the tracking and monitoring of the carbon impact of Future Humber events and marketing activity
- Help identify opportunities to reduce environmental impact through event planning, supplier choices and materials
- Maintain records and simple reporting to support Future Humber's sustainability journey
- Contribute to communicating progress, helping tell the story of how Future Humber is evolving its practices over time.

Shared Responsibilities

Operations, Systems & Administration

- Support the administration of systems, policies and procedures that underpin Future Humber's day-to-day activity, including maintaining CRM records, contact lists and event data
- Assist with the organisation and coordination of Bondholder activity and engagement where required, ensuring accurate records, communications and event support.

Brand & Quality

- Ensure Future Humber's brand and Place narrative are applied consistently across marketing activity, communications and events
- Monitor qualitative and quantitative feedback from events, campaigns and communications, helping identify opportunities for continuous improvement and reporting insights where relevant

Regional Engagement

- Act as an ambassador for Humber, demonstrating pride in the region and helping identify opportunities to grow awareness and advocacy for Future Humber's work and campaigns

What Good Looks Like

First 3–6 months

- Future Humber events are delivered smoothly and professionally, with strong coordination of venues, suppliers, communications and delegate experience
- Marketing activity across email, digital and owned channels is organised, well scheduled and aligned with campaign priorities
- Event communications and marketing materials are consistent, clear and aligned with the Future Humber brand and Place narrative
- Email campaigns are built and delivered accurately, with performance data captured and shared with the team

- CRM records, contact lists and event data are maintained with a high level of accuracy
- Sustainability considerations are embedded into event planning and delivery processes

By 12 months

- The Future Humber events programme runs with clear planning cycles and consistently high delivery standards
- Events are recognised by partners and stakeholders as purposeful, well organised and valuable opportunities to connect across the Humber network
- Marketing campaigns and communications are delivered reliably and contribute to engagement with Future Humber activity
- Event and campaign performance data is regularly reviewed, helping inform continuous improvement
- Sustainability monitoring for events and marketing activity is embedded and supports Future Humber's responsible delivery commitments
- The role is recognised internally as a dependable delivery lead within the marketing team, ensuring activity moves smoothly from planning through to execution

Person Specification

Essential

- Experience in a marketing, communications or events role
- Strong organisational and coordination skills
- Good written communication and attention to detail
- Comfortable using digital tools, email platforms and shared systems
- Collaborative, proactive and reliable
- A genuine interest in Humber and a desire to help promote the region and tell a confident, positive story about its businesses, people and communities

- Curiosity and willingness to continually learn about Humber, its businesses and communities, using that insight to help shape activity and communications

Desirable

- Experience supporting campaigns or events programmes
- Understanding of place-based or membership organisations
- Interest in storytelling, reputation-building and impact
- Interest in sustainability and responsible event delivery
- A natural relationship builder who enjoys meeting people and creating positive experiences
- Self-motivated with the confidence to take ownership and keep activity moving
- Someone who takes pride in Humber and wants to contribute to the region's future
- A willingness to travel across the Humber region to attend meetings, events and partner activity (full driving licence desirable)
- Flexibility to support early morning or evening events where required
- As part of a small team, a willingness to support wider organisational activity when needed to ensure delivery to deadlines