



Embracing differences
Creating opportunities

Event Researcher and Marketer

Company Overview

Founded in 2018, Sircula brings together top executives and decision makers from various industries across the globe to connect, learn and grow.

Sircula was set up by Mark Baker, a B2B events specialist with 18+ years' experience delivering award winning large scale conferences, exhibitions and industry awards across a range of sectors.

d&i Leaders is our first business to business community. Members includes 500+ senior in-house diversity, inclusion and HR professionals, looking to collaborate, network and accelerate their workplace inclusion strategy.

We organise an annual programme of member only briefings, workshops and networking events and a series of large-scale CDP accredited conferences.

Each conference attracts 150+ attendees and speakers include senior leaders from some of the world's leading brands such as Vodafone; Twitter; P&G; HSBC; Ford; H&M; Sky and IKEA.

Diversity and inclusion are topics on many executive agendas. Companies should be working to create more diversity within and outside of their organisation, because firstly, it's the right thing to do, and secondly, it makes business sense. However, progress has been slow and d&i Leaders exists to help connect individuals and organisations to accelerate change.

We based in Beckenham, South East London at 80 Beckenham Road, London, SE20 7SP.

Role Overview

Being a start-up organisation, Mark has put together all events and built the d&i Leaders community by himself. With two successful summits having now taken place and another four in the planning, along with a number of member workshops, the time is right to bring on board a permanent member of staff to help grow the business and deliver value to our community members and also develop new communities.

The Event Researcher and Marketer role is focused on developing the agendas for our high level summits and members events and then attracting paying attendees through various marketing channels. Duties also include helping to build our communities and also ensure our business runs smoothly.

Key responsibilities and tasks of an Event Researcher and Marketer in Sircula include:

1. Carrying out in-depth desk and telephone research on topics such as disability, gender and race equality in the workplace. You will then use this research to write the agenda, invite and secure the speakers and guide Mark on potential sponsors and supporters. You'll need to be an engaging and persuasive communicator and a natural relationship builder. The ability to work to strict deadlines is essential.
2. Promoting events to community members and the wider market through social media, email marketing, our speakers and a range of event supporters such as membership organisations. You will write compelling marketing sales copy and work with an external designer on collateral.

3. Communicate with speakers, sponsors and supporters regarding logistical details and ensure the smooth running of the event on the day – events currently take place in London but it is expected that events will also take place in other locations as the business grows, so a willingness to travel is essential.
4. Manage the event budget and ensure commercial targets are exceeded.
5. Help grow our community and build your own profile on social media to help with this.
5. Ensure our database is kept up to date and event, booking and general enquiries are dealt with promptly.

As this is a start-up company, you will be exposed to all aspects of the business and full training and support will be given to ensure you succeed. As the first full-time employee, you will be joining at an exciting time and have the opportunity to help shape and grow the business.

To get a better idea of what we do, view some of our event websites using the links below:

- **[d&i Leaders Global Forum - January](#)**
- **[d&i Leaders LGBT+ at Work Conference - February](#)**
- **[d&i Leaders Race at Work Summit - May](#)**
- **[d&i Leaders Gender at Work Summit – May](#)**

To apply, write a short email outlining the skills you possess to succeed in this role and why you feel it matches your ambition, along with a CV to mark.baker@sircula.com