

Job Title: Events & Campaigns Manager

Reporting To : Head of Marketing

Location: Remote (please note we require day return access to London for meetings when required)

Salary: £50-55,000 per annum

About Enrolly:

At Enrolly, we're revolutionising international student recruitment with cutting-edge technology. Our mission is to streamline and enhance student recruitment processes through innovative solutions, making academic institutions more efficient and effective globally. As we expand, we're excited to integrate sales and business development expertise into our team, complementing our deep tech roots and bringing fresh perspectives to our strategies.

The Role

We're looking for a Events & Campaigns Manager to lead the planning and delivery of Enrolly's events programme and execute integrated marketing campaigns that support brand awareness, engagement and commercial growth.

Working closely with the Head of Marketing, Product Marketing, Sales and Customer Success, you'll turn marketing priorities into well-executed campaigns and events - from webinars and roundtables through to conferences, flagship events and targeted campaign activity.

This is a hands-on role combining campaign execution, event management and marketing operations, with responsibility for ensuring activity is delivered effectively, measured properly and connected to wider commercial goals.

Key Responsibilities:

Events (70%)

- Develop and manage Enrolly's annual events programme across webinars, roundtables, conferences, roadshows, flagship and partner events.
- Own the end-to-end delivery of events, from planning and promotion through to logistics and follow-up.
- Manage venues, suppliers, speakers, partners, sponsors, agencies and event materials.
- Work with Sales and Marketing to define the audience, objective and commercial outcome for each event.

- Coordinate event promotion, including landing pages, invitations, reminders and follow-up activity.
- Lead delivery for key events and ensure internal and external stakeholders are clearly briefed.
- Establish repeatable processes and templates to make event delivery efficient and scalable.
- Track attendance, engagement, target-account participation, pipeline influence and ROI to inform future event decisions.

Campaign Planning & Delivery (20%)

- Plan and deliver integrated marketing campaigns aligned to commercial and marketing priorities.
- Work with Product Marketing Manager to turn product positioning and messaging into effective campaign activity.
- Manage campaign timelines, audiences, channels, calls to action and delivery.
- Coordinate activity across email, landing pages, social, content and Sales outreach.
- Ensure clear lead handover and follow-up with Sales.
- Track campaign performance, engagement and pipeline impact, using insight to improve future activity.

HubSpot & Marketing Operations (10%)

- Own day-to-day campaign and event execution within HubSpot.
- Build and manage lists, forms, landing pages, emails, workflows and campaign tracking.
- Ensure campaign, registration and attendance data is accurately captured and maintained.
- Support effective segmentation, automation and lead handover to Sales.
- Produce clear campaign and event reporting.
- Identify opportunities to improve marketing processes, data quality and campaign execution.
- Work with external or specialist HubSpot support where more technical platform expertise is required.

Requirements:

- Proven experience delivering B2B marketing campaigns and events, ideally within SaaS, technology, education or another complex B2B environment.
- Strong experience managing events end to end, including webinars, conferences, roundtables and larger in-person events.
- Confident planning and executing multi-channel campaigns across email, landing pages, social, content and Sales activity.
- Hands-on experience using HubSpot or a similar marketing automation platform to build campaigns, manage audiences and track performance.
- Strong project management and organisational skills, with the ability to manage multiple campaigns and events at the same time.
- Commercially minded, with a good understanding of how marketing activity supports pipeline, target accounts and revenue.
- Comfortable working closely with Sales, Product Marketing and senior stakeholders to turn priorities into well-executed activity.
- Confident managing suppliers, venues, speakers, partners and external agencies.
- Comfortable working with data and reporting to understand what is working and improve future activity.
- Proactive, practical and solutions-focused, with a willingness to get hands-on and make things happen.
- Strong attention to detail, while still able to keep sight of the wider objective and commercial outcome.
- Right to work in the UK

And even better if you have these...

- Degree in Marketing, PR and/or Communications
- Experience in the Higher Education sector

What We Offer

- Competitive salary and comprehensive benefits package.
- Significant opportunities for career advancement in a rapidly growing company.
- A dynamic, innovative work environment that celebrates success and nurtures professional growth.

To apply, please send your CV and a short covering letter to recruitment@enroly.com. We encourage early applications and conduct interviews on a rolling basis and will fast-track high-potential candidates.

At Enroly, we believe in diversity, equity, and inclusion. We encourage candidates from all backgrounds to apply, ensuring equal opportunity for everyone. For more information on how we handle and protect your personal data, please review our Privacy Policy