



New Business & Marketing Lead

We are Fisher

We create events that surprise, delight and inspire.

Accredited with many of London's most renowned venues, our Royal Warrant attests to our rigorous attention to detail.

With over 34 years in the industry, Fisher have earned a reputation for delivering exceptional results for our clients, whatever it takes. From Fashion to finance, parties, conferences, global brand launches and billionaire weddings, Fisher make it happen.

Your purpose

This is a senior manager / director level role, responsible for leading marketing and business development across Fisher Productions with a range of lead generation channels including inbound and outbound alongside client and venue relationship management. You'll be a crucial lead for our marketing team which includes our in-house Marketing Executive, Client Services Director, Design team and Digital Agency.

Can you effectively lead, develop and implement an agency marketing and brand strategy?

Are you brilliant at planning and delivering targeted marketing and PR campaigns that generate real business opportunities?

Can you create fresh and innovate ways to engage clients and support the team to deliver creative pitch responses?

Have you got a real passion for new business, winning pitches and are willing to push boundaries with creative responses to stand out from the masses?

All about you

Marketing and new business experience in the event industry is essential for this position. Event planning or account management experience would be a huge asset.

Here's some of our other 'love to haves' for this role...

Experience of people management and inspiring a team.

Examples of creating a dynamic pitch process from RFI to full proposal and presentation.

Great personality who can build instant chemistry and understanding with clients.

Eloquent copy writing skills and strong presentation ability along with advanced influencing skills.

Lead generation experience across a variety of agencies or businesses.

Excellent commercial acumen, recognising opportunities to grow Fisher business.

Highly motivated, high energy, enthusiastic, team player.

Analytical eye for data analysis, market segmentation, measuring pipeline and tracking and reporting results.

Your first 12 months

In amongst the day job, here are the big priorities for the first 6-12 months in the role.

Marketing. Create and deliver a marketing plan alongside the new Fisher content and strategy.

Business Development. Create a strategic plan to entertain, inspire and engage our top tier clients.

Winning Business. Increase conversion and drive our new pitch process.

The day job

Some fundamentals.

- Contribute to the Company strategy, including vision development, strategic corporate branding and positioning.
- Work collaboratively with Head of Design to present the Fisher brand positively externally.
- Work with the Managing Director to segment the potential market and identify clients with greatest potential for profitable business.
- Ensure Venue accreditations are maintained in accordance with Fisher's strategic direction.
- Lead a range of business development methodologies to secure a pipeline of profitable revenue growth across the Fisher business.
- Identify and drive new business opportunities through a range of profitable revenue streams.
- Manage all external communications and collateral.
- Ensure outbound lead generation activities are tailored and appropriate using effective methods for database cleansing and lead qualification.
- Responsible for compiling and subsequent analysis of all research, with a view to gaining insight and understanding of Fishers target audiences and stakeholders (internal and external), sharing results and learnings with teams internally.
- Responsible for overseeing promotional showcases; case studies; ads; award entries and partnerships.
- Analyse short and long-term sales trends across the events industry.
- Attend networking events as appropriate to establish leads and develop relationships.
- Fully adhere to Fisher's ISO procedures and contribute to their development as required.

Work and play at Fisher

We live and work by our values; Reliability, Excellence, Creativity, Sustainability, Innovation and Fun. We are a passionate team with a vast array of talent from creatives and producers to production managers, set designers, stylists, copywriters and technical geniuses.

Our team are immersed in the industry and take creative inspiration from everything around us from art, design, fashion, nature, technology, science, history, trends and any experiential or must-see experience we can get in to.



As a member of the fisher family you will be part of all this...

Fun, fast paced, vibrant workplace in South London.

Culture club; opportunity to pitch for £200 every month to spend on a unique, personal experience.

Inspire and share at tip of the week and supplier showcase sessions.

Fisher renowned venues party, freelancer barbecue and venue promos galore.

Welcome drinks, seasonal parties, sports days and games nights.

Competitive salaries, 4% pension, discretionary bonus scheme.

Perkbox shopping discount card across travel, cinema, food and drink, insurance and fitness.

25 days leave, life assurance and Employee Assistance Programme.

How to get the gig

If this sounds like the opportunity you're looking for, please email your CV to lucyw@fisherproductions.co.uk.