

Job Offer

Event Marketing Manager

Date: January 9, 2026

Job role	Event Marketing Manager
Department	Marketing
Working place	Meyreuil - France
Starting Date	ASAP

Missions

As Event Marketing Manager, you own the strategy, execution, and performance of all marketing events — including trade shows, conferences, executive events, F1 activations, and webinars — across Europe, the US, and APAC.

This is not a pure event management role: the focus is also on marketing orchestration, campaign activation, and ROI tracking.

You will work closely with a Digital Marketing Specialist (campaigns, traffic, amplification), a Graphic Manager (assets & branding) and a travel and venue booking coordinator (executive travel, venues, logistics).

You report directly to the Head of Marketing.

Main responsibilities

Event Marketing Strategy & Execution:

- Co-define and fully manage the event marketing roadmap (B2B events, F1 hospitality activations, executive events, webinars).
- Ensure events are fully integrated into global marketing plans and business objectives.

Marketing Operations & Campaigns:

- Build and manage event campaigns in HubSpot: landing pages, forms, email workflows, post-event follow-ups.
- Coordinate acquisition and amplification with Digital Marketing (paid, organic, social).

Resource management & Reporting:

- Oversee event budgets, negotiate contracts, and ensure cost-effective use of resources.
- Define and track KPIs: attendance rate, CPL, MQLs, SQLs, pipeline impact, ROI per event.

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- Continuously optimize formats, budgets, and campaigns based on performance.

Cross-functional Collaboration:

- Work with Graphic Manager on all event assets (digital & physical).
- Coordinate with the booking/logistics coordinator for venues, travel, and guest hospitality.
- Work with the Digital Marketing Specialist on acquisition & amplification
- Interface with internal stakeholders, partners, and agencies when needed.

Requirements

Educational background	Master's degree in Marketing, Communications, Event Management, or a related field.
Experience	5+ years of experience in B2B event marketing, with demonstrated expertise in activating technology-driven sports partnerships. Experience studying or working in an international environment.
Skills	Strong background in marketing operations, not purely in event communication. Excellent command of HubSpot (campaigns, landing pages, reporting). Data-driven and detail-oriented mindset with strong analytical and organizational / project management skills. Agile and able to manage multiple international events in parallel. Familiarity with event management software (e.g., Eventbrite, Cvent) in addition to HubSpot.
Others	Fluent English required (written & spoken). Excellent communication and interpersonal skills for collaborating with internal teams, vendors, sponsors, and stakeholders. Creative problem-solving abilities.

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	Agile and able to manage multiple international events in parallel.
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Why Join Us?

- Small, passionate, and dynamic team
- Opportunity to shape high-impact events in a growing tech company, including exclusive F1 experiences
- High-impact role at the intersection of marketing performance, events, and tech.
- Strong ownership, clear KPIs, and direct visibility with leadership.
- Collaborative, structured, and fast-growing marketing environment.
- Opportunities for career growth with the expansion of the team
- Two days of remote work per week
- Pleasant working environment near Aix-en-Provence (Meyreuil), France

Application

Please send your application and cover letter to: SEALSQ-recrutement@sealsq.com