



Unit 5  
Beaverbank Business Park  
Logie Mill,  
Edinburgh  
UK EH7 4HG

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## Events Coordinator, Edinburgh

**Salary:** Competitive, dependent on experience

**Location:** Edinburgh, UK

### Job summary

Recently graduated in Marketing, Events or a related subject?

KAL is looking for a highly motivated and organized Events Co-ordinator with a solid understanding of marketing concepts to support our growth plans by managing the administration, planning, development and execution of an array of global events, workshops and webinars. Reporting to the Head of Marketing, the successful candidate will also support our sales strategy by helping with end to end marketing campaigns that raise brand awareness and engage our prospects, partners and customers alike.

### Skills and experience required

- Be a graduate with experience of managing events of multiple types and sizes
- Have excellent administrative and organisational skills, as well as the ability to think things through
- Have a passion for and ability to create great written content
- Understand how to use social media to engage with key audiences
- Be able to demonstrate time and project management skills with the ability to work to deadlines
- Be a confident, outgoing communicator with the ability to influence colleagues, suppliers and clients
- Be a pro-active self-starter and quick learner – but know when to ask for guidance
- Be able to demonstrate flexibility, adaptability and commitment in your work ethic
- A good understanding of the full range of Microsoft Office Suite, especially Word, Excel, Outlook and PowerPoint
- Love and be willing to travel, both abroad and in the UK
- Must be fluent in English as our working language is English, other languages are desirable
- Must have the legal right to live and work in the United Kingdom

### Core responsibilities

Supporting the Head of Marketing to:

- Manage all administration and logistics of our global industry events programme
- Create a range of new KAL run workshops and user groups, tailoring them to our prospect and customer needs
- Manage all event logistics - from event/travel/accommodation bookings and venue hire, to catering and stand space, AV requirements and staffing
- Help with the promotion of events including copywriting of emails, merchandise, graphics, video, website and other marketing content
- On-site marketing including working with photographers and videographers
- Social media management at events
- Keep all relevant parties up-to-date on bookings, costs and what is required of internal attendees
- Attend events to prepare and manage the exhibition stand, give product demonstrations and conduct pre-sales conversations



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- Measure and analyze success of events to drive value - ensuring objectives are clear and achievable, gathering sales leads and directing the information to the correct person, working with sales and marketing to track and enable the objectives to be met
- Co-ordinate the overall events budget, producing cost reports after each event and submitting recommendations for future attendance

### **About KAL**

We are a fast-growing, privately-held technology company based in Scotland, which is leading the market for bank ATM software solutions. We currently have 22 offices worldwide which demonstrates our truly international presence.

For more information about KAL please visit [www.kal.com](http://www.kal.com)

To apply, please send your CV to [recruitment@kal.com](mailto:recruitment@kal.com)