

## MARKETING MANAGER, THE CLEAN SHOW

### Position Overview

Messe Frankfurt Inc., (MFI) the world's largest trade fair, congress and event organizer with its own exhibition grounds is seeking an experienced Marketing Manager to creatively, re-think and invigorate the marketing approach. The Clean Show is the largest North American trade show for textile care, and is one of the top 200 trade shows in the country.

The Marketing Manager will join a newly formed team based at the MFI North American offices in Atlanta, GA with responsibility for the creation and implementation of audience acquisition strategies designed to increase overall show awareness, attendance, and exhibitor participation.

The ideal candidate can demonstrate proficiency and ingenuity relevant to B2B trade show marketing and promotion practices.

### Education

BA in Marketing or BA/BS Management

### Qualifications & Work Experience

- Minimum 5 - 7 years of demonstrated experience with management of B2B print, digital, and social marketing campaigns.
- Demonstrated copywriting skills.
- Experience collaborating with Trade Associations a plus.
- Demonstrated knowledge of marketing software for advanced workflow automation, marketing intelligence and automation including skills related to data collection, analytics, branding, tracking, social and digital media marketing, content distribution, SEO, and email marketing.
- Expert knowledge of current marketing trends, multimedia and social media platforms.
- Well spoken, comfortable in dealing with the press and public speaking engagements.

### Essential Duties and Responsibilities

- Creative control of design, layout, production and distribution of all promotional literature (printed and electronic) for the Clean Show – including, but not limited to the show directory, postcards, advertisements, surveys, attendee brochures, seminar schedules, fact sheets, on-site daily schedules, newsletters, VIP invitations, web banners, and post show review.
- Research and analyze industry trends to develop a marketing campaign that identifies and effectively promotes the Clean Show to its targeted audience and identifies potential untapped attendee/exhibitor markets. All campaigns to comply with the MFI Corporate Identity Guidelines as well as applicable fax and e-mail regulations.
- Copywriting for integrated marketing promotions, including e-mail and direct mail; distribution of marketing materials, including traditional and digital brochures, flyers and

direct mail; copywriting for email blasts, direct mail, telemarketing and automated voice mail scripts, and websites; development of promotional videos, brand engagement campaigns, with an ultimate goal of driving attendee acquisition.

- Coordinate with designers or other outsourced contractors on the production of promotional materials for trade publications and other media outlets.
- Development of the show look that ties in consistency with brand image.
- Coordinate the distribution of mailings or electronic pieces with appropriate MFI colleague or outsourced vendor.
- Provide and review, text, images and data provided by Show Teams in the production of MFI website. Work with IT Manager on maintaining a clean, attractive and updated website.
- Spokesperson for the Brand.
- Develop and maintain relationships with all key press and associations in the industry.
- Develop and maintain Marketing and Media plans.
- Experience in handling press interviews.
- Expertise in writing all Press Releases.
- Show Development Strategy in conjunction with Show Director.
- Analyze survey data to use in promotional literature for future events.
- Ensure Production Schedule is accurate and current in reference to marketing responsibilities.
- Provide on a regular basis, a review of current marketing programs. Include constructive and proactive approaches to enhance existing methodology.
- Seek out and provide new resources and technologies to enhance and increase all marketing vehicle performances.
- Develop relationships with media partners and identify potential new sources for advertising and promotion of shows.
- Obtain quotes and negotiate pricing, frequency and placement of print and outline advertisements to maximize allocated show ad budgets.
- Under the guidance of the Show Director, work to ensure all marketing related expenditures are within allocated budgets.
- Be creative and continually strive to elevate the performance of all MFI's marketing pieces.

### **Knowledge and Abilities**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the American Disabilities Act (ADA), reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to be present in the office
- Ability to travel domestically and internationally up to 20% of the year
- Ability to pass a background check and drug screening test

### Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work long hours on-site at shows.
- Ability to sit, stand, walk, and travel up/down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.

### Work Environment

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Basic office environment
- Trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified.

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