

## MARKETING MANAGER, FASHION & APPAREL TEXTILES

### Essential Duties and Responsibilities

Specific duties and responsibilities include the following but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. On a project basis the Marketing Manager may report to the responsible Show Director. Management reserves the right to alter or amend the job description, responsibilities and compensation at their sole discretion at any time. Other duties may be assigned.

- Collaborate on the design, layout, production and distribution of all MFI promotional literature (printed and electronic) – 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.
- Understand and comply with the MFI Corporate Identity Guidelines as well as applicable fax and e-mail regulations. All related material should show a consistency of the show message.
- Coordinate with designers or other outsourced contractors on the production of promotional materials for trade publications, such as advertisements and show directories.
- Coordinate the distribution of mailings or electronic pieces with appropriate MFI colleague or outsourced vendor.
- Provide content on various forms and contracts for MFI events including but not limited to exhibitor contracts, registration, seminar schedule, trend forum and sponsorship menu.
- 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.
- Development and maintain Marketing and Media plans.
- Oversee, manage and execute all telemarketing efforts.
- Supervise marketing team.
- Experience in handling press interviews.
- Expertise in writing all Press Releases.
- Show Development Strategy in combined efforts with Show Director.
- Develops, manages and executes Trend Forum pre-show duties, and oversees trend team onsite.
- Tulip Club Development.
- 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.
- Work with existing media partners and identify potential new ones 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.
- Maintain rigid standards of perfection for all materials produced by the department.
- 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

### **Education**

- BA in Marketing or BA/BS Management

### **Qualifications & Work Experience**

- Strong knowledge of design software; Adobe Photoshop, Adobe Illustrator, InDesign.
- Strong public relations background, communication, sales and presentation skills.
- Goal oriented, flexible and creative under pressure, often while juggling several projects at once.
- Expert knowledge of current marketing trends, multimedia and social media platforms.

- Well spoken, comfortable in dealing with the press and public speaking engagements.
- Strong leadership skill and ability to hire, train and motivate team members.
- Should have strong budgeting, Internet and computer skills.

### **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, travel up and 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.