

**Job Title: Marketing Coordinator, Technical Textiles,  
Sewn Products, Equipment & Technology**

**Department: Domestic Shows**

**Reports to: Senior Marketing &  
Conference Manager**

**Status: Non-Exempt**

**Prepared by: Human Resources**

**Prepared Date: October 6, 2020**

### **Position Purpose**

The Marketing Coordinator for Technical Shows is responsible for various aspects of the marketing plan as assigned by the Senior Marketing & Conference Manager. This challenging role calls for a broad range of capabilities, as you will be assigned multiple tasks with critical deadlines.

The Marketing Coordinator requires an individual that has the ability to execute all aspects of marketing. You will need a dynamic personality and a proven ability to coordinate among multiple internal and external stakeholders at all levels, including managing expectations, providing solutions, and balancing a collaborative approach.

### **Responsibilities**

- Marketing duties will include (but are not limited to):
  - Assisting with strategy, content creation and copywriting for print, digital, press, social marketing efforts
  - Working with Sr. Marketing & Conference Manager to analyze data and gather insights for more effective campaign planning
  - Monitoring media and maintaining portfolio for all Technical events
  - Managing requests to the Digital Team for website updates, e-cards, etc.
  - Assisting with database management and list creation related to all marketing efforts
- Conference planning assistance will include (but is not limited to):
  - Coordinating speaker selection and educational programming alongside Sr. Marketing & Conference Manager
  - Communicating important show information and gathering materials from speakers, students, and other program participants
  - Coordinating availability and scheduling meetings
  - Attending meetings and record notes
  - Assisting with on-site management of Symposium and other educational show features

### **Knowledge and Abilities**

- Must be a team player!
- Excellent communication skills with attention to detail in all forms including verbal, writing, proofreading & editing
- Creative with an eye for design and a passion for delivering high-quality marketing material
- Ability to multitask while remaining detail-oriented and organized
- Approach tasks with a sense of urgency and responsiveness
- Possess strong and effective communication skills and a positive, professional demeanor
- Ability to use Adobe Creative Suite products
- Ability to use Microsoft Office, Excel and PowerPoint
- Experience working with a CRM system like Salesforce, HubSpot, Microsoft Dynamics, etc.

### **Education**

BA or higher

### **Qualifications & Work Experience**

Excellent written and verbal communication skills

Extreme Attention to detail

Strong organizational skills

Innovative self-starter

Ability to build strong interpersonal relationships

Outstanding follow-through

Proficiency in MS Office

Experience in the trade show or events industry is a plus

### **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 during shows.
- Ability to sit, stand, walk, and go up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25-50 lbs.

### **Why Messe Frankfurt?**

- Generous Paid Time Off (PTO) policy
- Flexible work environment upon evaluation
- Health Benefits with FSA
- 401k Option

**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 American Disabilities Act (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. Messe Frankfurt reserves the right to modify this job description at any time.

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