

**Job Title: Digital Services Coordinator**  
**Department: Data & Digital Services**  
**Reports to: Data & Digital Services Director**  
**FLSA Status: Exempt**  
**Prepared by: Human Resources**  
**Prepared Date: September 23, 2021**

### **Position Overview**

This is an incredible opportunity for an ambitious, driven, collaborative team member looking to build skills within an established organization. Candidate must be a motivated and energetic team player with the ability to work unsupervised, in the office and remotely when required. Excellent work ethic, ability to prioritize, be a quick learner, organized, have excellent time management, attention to detail, thoroughness, and decision-making independence. Ability to function in a fast-paced deadline-driven environment. Must be able to adapt to change.

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.

### **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. Other duties may be assigned.

- Collaborate with Marketing & Graphic Design Specialists in producing digital marketing collaterals for digital platforms as needed
- Manage the website update requests forms and coordinate assignments with the Senior Digital Services Coordinator
- Work on the development and deployment of the show mobile apps
- Project manage and lead the deployment of the show virtual event platforms
- Coordinate with the virtual platform vendor and show team to fulfill deliverables
- Developing and analyzing reports on the performance of digital channels
- Continuing education to ensure that MFI is utilizing the latest best practices in all analytical efforts
- Develop new efficiencies for in office communications/workflows and digital platform strategy
- Develop and implement digital touchpoint strategies across all brands
- Have an understanding and be familiar with Corporate Guidelines and lend support to the marketing and sales teams when needed.
- Ensure that all electronic mailing pieces comply with the MF Corporate Identity Guidelines as well as applicable e-mail regulations.
- Ensure that all digital platforms comply with Corporate Identity Guidelines.
- Keep the company updated on current internal communications/happenings with the corporate office and subsidiaries
- Collaborate with show teams to produce and curate social media and web

### **Qualifications & Work Experience**

- 1+ years digital media experience
- Excellent interdepartmental coordination and collaboration skills
- Strong command of digital media landscape and solutions to fit business needs
- Self-motivated, strategic, and forward thinking
- Enthusiastic, growth driven personality with excellent communication, documentational, organizational and time management skills
- Creative and solution oriented, anticipating challenges and preemptively offering solutions
- Knowledge of WordPress, Google Analytics and reporting features
- Knowledge of analytical tools and platforms
- Knowledge of designing websites or website UX design - Experience with Adobe AEM is a plus
- Knowledge and understanding of email best practices. Experience with an EMS (email service provider). Acoustic EMS experience a plus
- Knowledge of social media platforms (specifically data collection, research, reporting and application to campaigns) including LinkedIn, Twitter, Instagram and YouTube and reporting features - Hootsuite experience is a plus
- Overall knowledge about digital marketing channels including websites, social media, email, SEO, paid advertising, and more
- Experience working with cross-functional teams using a project management platform or equitable tool (i.e. Smartsheet, Slack, Monday.com, other) is preferred
- Ability to comprehend complex and technical information and translate/articulate the information into readable deliverables
- Excellent computer skills and knowledge of MS Office
- Passionate about the impact and importance of digital media and data analysis to the growth and success of an organization

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

### **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. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.