

Job Title: Marketing Manager
Department: Fashion and Apparel Brand Shows
Reports to: Show Director
FLSA Status: Exempt

Position Overview

Messe Frankfurt (MF) one of the world's largest trade show, congress and event organizers is seeking an experienced Marketing Manager to creatively, re-think and invigorate the marketing approach for its apparel and home textile and apparel manufacturing shows Texworld New York City, Apparel Sourcing New York City and Home Textile Sourcing which take place bi-annually.

The Marketing Manager will join a team based at the Messe Frankfurt, Inc. North American office in Atlanta, Georgia. This position is accountable for managing the creation and implementation of the overall marketing plan to ultimately achieve increase qualified visitor attendance goals and brand awareness. Responsible for strategic direction based on shows incentives, uncovering marketing channels and ensuring execution of marketing for live and/or digital event.

The ideal candidate can demonstrate proficiency and ingenuity relevant to B2B trade show marketing and promotion practices. Ability to cultivate strong, positive relationships, work effectively in a collaborative team environment and superior speaking, writing and editing skills.

Education

Bachelor's Degree in Marketing, Communications or related field or equivalent combination of education and experience.

Qualifications & Work Experience

- ☐ Minimum 5 - 10 years of demonstrated experience with management of B2B print, digital, and social marketing campaigns.
- ☐ Demonstrated copywriting skills including press releases.
- ☐ Experience in trade shows or fashion industry a plus.
- ☐ Demonstrated knowledge of marketing software, marketing intelligence and automation including skills related to data collection, analytics, branding, tracking, social and digital media marketing, content distribution, search engine optimization and email marketing.
- ☐ Expert knowledge of current marketing trends, multimedia and social media platforms.

Essential Duties and Responsibilities

- ☐ Collectively work with Graphic Designer and Show Director on design concept, messaging and overall look for each show which includes the design, layout, and messaging, production and distribution of all promotional literature (printed and electronic) – including, but not limited to the show directory, onsite signage, mailers, digital advertisements, surveys, sales material, websites, seminar schedules, and post show activities.
- ☐ Research and analyze industry trends to develop a marketing campaign and incentives that identifies and effectively promote the shows to its targeted audience.
Stay knowledgeable of changes in the industry and able to identify potential areas of growth within the market.
- ☐ 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.
- ☐ Work with Show Director to development of a show look that ties in consistency with brand image.
- ☐ With guidance of Show Director, insure all marketing related expenditures are within allocated budgets.
- ☐ Work with international brand team in Frankfurt and Paris to align messaging. Manage and develop relationships with resource partners.
- ☐ Provide and review, text, images and data for the production of Texworld NYC, Apparel Sourcing NYC and Home Textile show website. Work with digital team to maintain a clean, attractive and updated website.
- ☐ Spokesperson for the Brand.
- ☐ Develop and preserve relationships with all key press and associations in the industry.
- ☐ Create Marketing and Media plans.
- ☐ Work with New York based consultant and partners on speaker recruitment and conference programming
- ☐ Expertise in writing Press Releases.
- ☐ Show development strategy in conjunction with Show Director.
- ☐ Analyze survey data to use in promotional literature for future events.
- ☐ Ensure show 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 from exhibitor and visitor standpoints.
- ▣ Increase social media following and engagement on all platforms.

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 10% 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.