

Job Title: Content Marketing Specialist
Department: Technical Shows
Reports to: Senior Marketing & Conference Manager
FLSA Status: Exempt
Prepared by: Human Resources

Position Purpose

The Content Marketing Specialist 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 Content Marketing Specialist requires an individual that has well-developed writing skills and the ability to execute all aspects of content marketing for several large-scale tradeshows.

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.

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.

- Content creation and copywriting for print, digital, press, and social media marketing efforts
- Working with graphic designer to produce visually stunning marketing and sales materials
- Development and ownership of social media content calendar
- Working with marketing and sales teams to analyze data and gather insights for more effective campaign planning
- Media monitoring and managing asset libraries for press
- Maintaining websites and managing content updates
- Working with Digital Services team to develop and distribute marketing and sales-related e-mail communications
- Database management and list creation related to all marketing efforts
- Assisting in the development and launch of marketing-related platforms including registration and mobile apps
- Administrative duties including PO creation, scheduling, meeting attendance and notetaking
- Conference planning assistance
- Coordinating speaker selection and educational programming
- Communicating important show information and gathering materials from speakers, students, and other program participants
- Assistance with on-site show management

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 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.
- Ability to pass a background check and drug screening test.

Qualifications

- Must be a team player!
- Excellent communication skills with attention to detail in all forms including writing, proofreading & editing
- Graphic design experience is a plus
- Creative with an eye for design and a passion for delivering high-quality marketing material
- Ability to multitask while 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 Microsoft Office, Excel, and PowerPoint
- Experience working with a CRM system like Salesforce, HubSpot, Microsoft Dynamics, etc.
- Experience working in Cision 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 outside of the normal work schedule during the show
- Ability to sit, stand and/or walk for 8 hrs/day
- Ability to sit, stand, walk, travel to shows and walk 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, hybrid office/remote work schedule at manager's discretion
- Trade show setting

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.