

## **Job Title: Graphic Design & Marketing Specialist**

### **Job Summary**

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. Management reserves the right to alter or amend this job description and compensation at their sole discretion at any time. Other duties may be assigned.

*A strong work ethic, dedication, attention to detail, high energy level, and positive attitude are essential.*

### **Essential Duties and Responsibilities**

- Graphic Design create and design all related marketing materials to adhere to corporate design guidelines.
- At the direction of the Show Director, create and design, layout, produce, and distribute all marketing-related promotional materials.
- Print: Postcards, Advertisements, Surveys, Attendee brochures, Exhibit Sales Materials, Seminar Promotional Items, Fact Sheets, Newsletters, VIP invitations, post-show fliers, Show Directory, etc.
- Electronic: Social Media and website banners, e-cards, and e-newsletters
- On-site: Signage and other materials as needed
- Select and research photographs to be used in all materials
- Work with the Marketing Specialist and the Senior Digital Services Coordinator to ensure the website is updated
- Assist with social media platforms and content creation
- Marketing Administration and Conference related duties
- Coordinate and assist with all marketing-related activities including registration, advertising, direct mail, customer service, and administrative duties at the direction of the Marketing Manager
- Maintain and Update Production Schedule
- Manage all insertion orders and submit approved ads to the appropriate publication
- Generate all invoices and assist with follow-up on payments to vendors

- Pull reports for Acoustic within 5 to 7 days after each ecard and clean up the database
- Assist with attendee communications, projects, research, and general record-keeping
- Address attendee inquiries before, during, and after the show
- Collect materials from other brand shows for display in the Global Booth
- Assist in the coordination of the conference sessions and special feature areas
- Work with the Data & Systems Manager in the maintenance and development of our SalesLogix (SLX) databases (attendee and press) and prepare post-show attendee data for import into SLX
- Assist MM in organizing and maintaining the symposium folder on the m: drive with subfolders for speakers, sessions, confirmations, etc.
- Request presentations from speakers.
- Review and update symposium speakers' contact information and bios for the website.
- Send speaker materials to the Senior Digital Services Coordinator to upload on the website before the show.
- Coordinating mailing lists and merges for print materials
- Other related duties as assigned

### **Knowledge and Abilities**

- Demonstrate an ability to handle multiple projects and details simultaneously
- Requires self-direction, creativity, tact, diplomacy, and a clear, courteous, and professional manner when dealing with the public
- Must demonstrate effective written and verbal communication skills and the ability to work cooperatively with staff inside and outside of the department
- English fluency is required.

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 essential functions.

- Ability to work long hours on-site during the show
- Ability to be present in the office and travel
- Ability to pass a background check and drug screening test

### **Education**

- 3+ years of experience in Graphic Design or a Graphic Design Degree
- 2 + years of experience in a Marketing related field

**Qualifications & Work Experience**

- 3 years of experience using Adobe Photoshop, Adobe Illustrator, and InDesign is required
- Proficient in MS Office Suite
- Trade show and conference planning experience 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 essential functions.

- 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 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.