

Job Title: Marketing & Media Specialist
Department: Domestic Shows
Reports to: PR & Marketing Manager
Prepared by: Human Resources
Prepared Date: November 11, 2022

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.

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. 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.

Marketing & Media Responsibilities:

- Handle all incoming attendee questions, inquiries, etc.
- Negotiate and manage all paid media for all technical shows.
- Coordinate all paid digital marketing from in-mail campaigns to google ad word analytics
- Coordinate all collateral media needs for creative.
- Create/direct marketing content for all paid media.
- PO generation for all marketing related invoicing.
- Ensure all publication online and print event calendars have our shows listed at all times.
- Provide publications ad materials.
- Maintain media page on website, as well as maintaining relationships with all partners.
- Update marketing and media plans with source codes for creative and when creatives were sent.
- Maintain/update marketing portion of the production schedules together with the PR & Marketing Manager.
- Analyze all paid to ensure ROI is achieved.
- Support all marketing efforts.
- Re-size ads as needed by publications by using Adobe Creative Suite.

- Ensure that all printed and electronic pieces comply with the MF Corporate Identity Guidelines and e-mail regulations. All related material should show a consistency of the show message. Knowledge of design software such as Adobe Photoshop, Adobe Illustrator and InDesign is required.
- Work with data manager on the maintenance of the SalesLogix databases (attendee and press).

Knowledge & Abilities

Demonstrated an ability to handle multiple projects and details simultaneously. Requires self-direction, 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 required. A high energy level and a sense of humor are essential.

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

Education

College degree preferred.

Qualifications & Work Experience

- Proficiency in MS Office Suite
- Good comprehension of database software
- Strong knowledge of Adobe Photoshop, Adobe Illustrator, InDesign is required
- 3 years of experience in a marketing field required

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.