

Job Title: Digital Media Coordinator

Department: Data & Digital Services

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.

- Content creation and copywriting for corporate communications, marketing, press, and social media
- Conceptualizing and designing visually stunning marketing and sales materials
- Development and ownership of social media content calendar
- Manage and maintain updates for websites and coordinate assignments with the Senior Digital Services Coordinator and Show Teams
- Manage and maintain Ecard request forms and coordinate assignments with the Senior Digital Services Coordinator and Show Teams
- Coordinate the distribution of mailings or electronic pieces with appropriate MFI colleagues or outsourced vendors
- Media monitoring and managing asset libraries
- Database management and list creation related to all Marketing efforts
- Working with the Corporate & Digital Communications Manager and Show teams to develop Corporate and show videos
- Manage video projects from conceptualizing, storyboarding, shooting to production and editing stages
- Stay updated with the latest video tech to manage the in-house video studio and shoots
- Work on the development and deployment of the show mobile apps
- Assisting in the development and launch of Marketing-related platforms including registration
- Project manage and lead the deployment of the show virtual event platforms

- Developing and analyzing reports on the performance of digital media channels
- Ensure that all printed and electronic pieces and digital platforms comply with the MF Corporate Identity Guidelines as well as applicable mail 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 preferred.
- Research and select photographs used in promotional pieces
- Follow and execute the Marketing and Media plans laid out by Corporate & Digital Communications Manager
- Produce and distribute corporate press releases
- Identify new Marketing opportunities
- Collect data from Google Analytics, email, social, and survey platforms for media analysis of tradeshows after each edition
- Provide regularly, a review of current digital, media and marketing programs, including constructive and proactive approaches to enhance existing methodology.
- Maintain rigid standards of perfection for all materials produced by the department.
- Be creative and continually strive to elevate the performance of all our marketing pieces.
- 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.

Qualifications & Work Experience

- 1+ years digital media experience
- 1+ years graphic design experience. Photoshop and InDesign experience a plus
- 1+ years video creating/editing experience.
- Good communication and writing skills
- 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, 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 Experience Manager (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 Facebook, LinkedIn, X, Instagram, and YouTube and reporting features - Hootsuite experience a plus
- Overall knowledge of 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.