

Job Title: Marketing Specialist
Department: Domestic Shows
Reports to: Marketing Director
Prepared: August 2024

Essential Duties and Responsibilities

Specific duties and responsibilities include the following but the individual will also be expected to perform all the necessary duties 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 duties will include (but are not limited to):

- Content creation and copywriting for print, digital, press, and social media marketing efforts
- Working with a 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 the 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
- Ensure that all printed and electronic pieces 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.
- Coordinate the distribution of mailings or electronic pieces with appropriate MFI colleagues or outsourced vendors
- Work with Show Managers to ensure all sales materials needed are up-to-date
- Research and select photographs used in promotional pieces including development of key visuals.
- Follow and execute the Marketing and Media plans laid out by the Marketing Director/Show Manager
- Produce and distribute all press releases
- Identify new Marketing opportunities
- Analyze survey data to use in promotional literature for future events.
- Ensure the Production Schedule is accurate and up to date about Marketing responsibilities.
- Provide regularly, a review of current 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.
- Work with the Data Manager on the maintenance of the SalesLogix databases (attendee and press).

Knowledge and 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 is 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 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
- Strong Technical Writing Skills preferably in the Automation field
- Good comprehension of database software
- Strong knowledge of Adobe Photoshop, Adobe Illustrator, and InDesign is required
- 3 years of experience in the 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 essential functions.

- Ability to sit, stand, walk, travel 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 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.