

Job Title: Marketing Manager
Department: Events
Reports to: Vice President
FLSA Status: Exempt
Updated: December 5, 2025

Job Summary

The Marketing Manager is responsible for developing, executing, and overseeing comprehensive marketing plans designed to significantly increase qualified visitor attendance and enhance brand awareness for our live and digital events.

This position involves high-level strategic planning, hands-on campaign execution, team leadership, and collaboration with global brand teams. The Manager will be accountable for identifying and exploiting new marketing channels while ensuring flawless execution across all platforms.

Key Responsibilities and Essential Duties

1. Strategy, Leadership & Planning

- Lead the Marketing Team: Manage, mentor, and develop the Media Planner and Marketing Specialists and Graphic Designers, fostering a collaborative, high-performance, and results-driven environment.
- Strategic Campaign Development: Research market trends, analyze competitive landscapes, and utilize data to develop cutting-edge, integrated marketing campaigns and incentive programs that effectively target and acquire attendees.
- Budget & Resource Management: Oversee the efficient allocation of marketing resources, including the Media Planner's function, across print, digital, and social channels to maximize ROI.
- Global Alignment: Collaborate closely with the international brand team in Frankfurt and other subsidiaries to ensure consistency in messaging, brand standards, and strategic objectives.

2. Content, Messaging & Brand Execution

- Creative Direction & Messaging: Work collaboratively with the Graphic Designer and Marketing Director to collectively define the design concept, overall look, and core messaging for each event.
- High-Impact Copywriting: Lead the development of compelling, integrated marketing copy across all vehicles, including press releases, email blasts, direct mail, automated scripts, promotional videos, and brand engagement campaigns.
- Material Production: Oversee the design, layout, production, and distribution of all promotional literature (print and electronic), including show directories, onsite signage, digital advertisements, sales materials, and post-show communications.
- Digital Presence & SEO: Provide and review all text, images, and data for website development; work with the digital team to ensure the website is clean, attractive, updated, and optimized (SEO) for search performance.

3. Performance Analysis & Stakeholder Relations

- Performance Analysis: Regularly review current marketing programs, analyze campaign results (data collection, tracking, analytics), and provide constructive, proactive recommendations to enhance methodology and achieve KPIs.
- Partnership Management: Develop and maintain strong, positive relationships with resource partners, industry key press, and relevant associations to maximize promotional exposure.
- Social & Digital Growth: Drive significant growth in social media following and engagement across all relevant platforms.
- Project Management: Ensure the show production schedule is accurate and current in reference to all marketing responsibilities.

4. Attendee, Exhibitor & Data Management

- Registration Funnel Optimization: Work closely with the Registration team to define and optimize the registration process, ensuring a seamless user experience and the effective collection of attendee demographic details critical for segmentation and reporting.
- Exhibitor Marketing Support: Develop and implement dedicated marketing programs and toolkits to assist exhibitors with their promotion and drive maximum traffic to their booths.
- Surveys and Feedback: Design, execute, and analyze pre-show, onsite, and post-show surveys to gather market intelligence, measure satisfaction, and collect data for promotional literature for future events.
- Performance Analysis: Regularly review current marketing programs, analyze campaign results (data collection, tracking, analytics), including lead generation and conversion ratios, and provide constructive, proactive recommendations to enhance methodology and achieve KPIs.

5. Stakeholder Relations

- Partnership Management: Develop and maintain strong, positive relationships with resource partners, industry key press, and relevant associations to maximize promotional exposure.
- Social & Digital Growth: Drive significant growth in social media following and engagement across all relevant platforms.
- Project Management: Ensure the show production schedule is accurate and current in reference to all marketing responsibilities.

Qualifications & Work Experience

Education

- Bachelor's Degree in Marketing, Communications, or a related field, or an equivalent combination of education and experience.

Required Skills & Work Experience

- Minimum 3 - 5 years of demonstrated experience managing B2B print, digital, and social marketing campaigns.

- Proven ability to manage and develop a team of direct reports.
- Exceptional demonstrated copywriting, editing, and verbal communication skills.
- Expert knowledge of current marketing trends, multimedia, and social media platforms.
- Demonstrated proficiency with marketing software, intelligence, and automation tools, including skills related to data analytics, branding, tracking, content distribution, SEO, and email marketing.
- Ability to cultivate strong, positive relationships and thrive in a collaborative team environment.
- Previous experience in the trade show or a technical/technology-related industry is a significant plus.

Additional Requirements

- Ability to travel is required-domestic and international.
- Ability to be present in the office
- Ability to work long hours on-site at shows.
- Ability to pass a background check and drug screening test

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.

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.