

# Employee Position Description

Thursday, March 09, 2023

<b>Position Title</b>	<b>Marketing Manager</b>	
<b>Team Unit</b>	Consumer Goods Portfolio	
<b>Location</b>	Messe Frankfurt Middle East GmbH - Dubai Branch, United Arab Emirates	
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>		
<b>Employee Role Purpose</b>		
<p><i>The role of Marketing Manager for Messe Frankfurt Middle East is to:</i></p> <p>Ensure that effective visitor and exhibitor marketing programmes are developed and executed across all shows within the assigned portfolio.</p>		
<b>Key Organizational Relationships</b>		
Line Manager	Portfolio Marketing Manager	
Peers	Marketing Managers   Marketing Executive	
Direct Reports	NA	
Stakeholders	Internal: Sales, Event Producers, PR, Online Comms, Creative, Operations, Finance, CRM	
	External: Customers, exhibitors, industry partners, trade associations, government agencies, media, public relations agencies, suppliers	
<b>Key Accountabilities</b>		
<b>Primary Accountability</b>	Research, develop, and execute appropriate visitor & exhibitor marketing programmes delivering total visitor attendance and revenue targets as agreed with the Portfolio Marketing Manager, Group Marketing Director and Portfolio Director.	
Visitor Marketing Campaign	<ul style="list-style-type: none"> <li>In collaboration with Show Director, Creative Team, HQ Brand Team and external agencies develop the concept for the event key visual and marketing copy.</li> <li>Planning and execution of campaign elements &amp; marketing collateral, briefing agencies and teams involved, ensuring quality of work meets MFME standards, including but not limited to emailers, direct mailers, design, online &amp; social media advertising, media partnerships &amp; purchase, database build etc.</li> <li>Acquisition and retention campaigns - Acquiring new visitors to the show through data build, social media community management, referrer campaigns etc. and retaining past visitors with targeted messaging, segmented campaigns etc., managing vendors and teams associated with these activities.</li> <li>Meet with exhibitors and key stakeholders to gather market insights and feedback</li> <li>Analysis and evaluation of campaign performance using</li> </ul>	70%

	<p>Google Analytics, CRM dashboards, reports and other tools, to obtain insights for improved campaigns, weekly reporting of registrations and identifying any discrepancies with the objective and taking corrective action as required.</p> <ul style="list-style-type: none"> <li>Negotiate barter agreements with key media and industry partners to ensure the event is featured in important trade publications and online websites. Maintaining existing partner relationships and finding new partners aligned with the events growth goals.</li> </ul>	
Exhibitor Marketing Campaign	<ul style="list-style-type: none"> <li>Research, develop, and execute appropriate exhibitor marketing programmes to support sales team in reaching show revenue targets.</li> <li>Assist with the building of exhibitor databases and lead generation for assigned show/s</li> <li>Lead marketing communications with booked exhibitors. Promote adoption of marketing activities and exhibitor tools.</li> <li>Identify new ways to promote exhibitor participation at the event and evaluate existing options.</li> </ul>	30%
Timelines & Budget Management	<ul style="list-style-type: none"> <li>Develop and implement a 'Drop Schedule' covering all planned visitor marketing activities and collateral with their respective timelines and costs.</li> <li>Set and manage realistic timelines to ensure smooth operations and avoid any delays.</li> <li>Ensure optimal allocation of budgets, manage costs within the budget tracker, and negotiate supplier rates where applicable, including timely raising of LPOs.</li> </ul>	
Audience Segmentation & Content Development	<ul style="list-style-type: none"> <li>Visitor &amp; exhibitor audience profiling, study media consumption behaviour, developing tailored messages and value proposition development.</li> <li>Develop messaging, key value propositions and content sourcing for use across the campaign and its associated marketing collateral.</li> <li>Evaluation of current media channels and identification of new media channels relevant to target visitor audience including but not limited to online/digital, print and others, and purchase, analysis &amp; evaluation / measuring effectiveness.</li> <li>Ensure the event website is updated with relevant content and visitor registration and exhibitor directory are live as scheduled.</li> <li>Review and approve social media content prepared by Social Media team, jointly evaluate social media strategy and effectiveness of platforms and select platforms as relevant for respective exhibitions and audience. Identify new platforms relevant to the show.</li> </ul>	
Stakeholder & Supplier Management	<ul style="list-style-type: none"> <li>Ensure clear and timely briefing for all projects / tasks involving both internal and external stakeholders and suppliers to meet deadlines and objectives</li> </ul>	

<b>Person Specification</b>	
<p>The following list based on what is required to perform the role at a <u>fully competent level</u> (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).</p>	
<b>Education</b>	<p>Essential: Bachelor's degree in Business, Marketing, Advertising, Event Management, or a related field of study. Preferred: Specific industry qualification e.g. CIM, DMI etc.</p>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years' experience in Marketing or Marcoms</li> <li>• Wide exposure to marketing related practices and tools</li> <li>• Proven track record of using research and analysis to develop insight-driven marketing &amp; communications programmes</li> <li>• Proven track record of leading successful marketing campaigns for exhibitions, events or conferences</li> <li>• Excellent stakeholder management experience</li> <li>• Above &amp; below the-line-communications experience (including data-driven DM, advertising, online etc.)</li> <li>• Extensive experience in briefing and managing agency partners</li> </ul> <p>Preferred:</p> <ul style="list-style-type: none"> <li>• Exhibitions industry experience</li> <li>• Middle East experience</li> <li>• Marcoms agency experience</li> <li>• Beauty or Consumer Goods industry experience</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• High ethical standards demonstrating integrity, objectivity, honesty, due care and hospitality</li> <li>• Possesses cultural awareness and sensitivity</li> <li>• Organised and efficient, highly effective at managing multiple projects at one time with excellent attention to detail</li> <li>• Acts confidently and assuredly; communicates competently with different groups of persons, reacts in a relaxed way to critical requesting; persuasive, responsive and always pro-active</li> <li>• Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; and shows flexibility as a team player</li> <li>• Is resilient in difficult situations; is able to cope with setbacks; reacts in a flexible way to unexpected events; can handle pressure and work to tight deadlines.</li> <li>• Creative and strategic thinker</li> <li>• Strives for continual innovation and process improvement</li> <li>• Possesses keen knowledge of the latest trends in the online, social media and digital spaces</li> </ul>
<b>Computer Skills</b>	<p>Essential: Microsoft Office Applications (Word, Excel and PowerPoint) Other: Sage Sales Logix, Basic Design Applications (Adobe etc)</p>
<b>Core Skills</b>	<ul style="list-style-type: none"> <li>• Brand Management</li> <li>• Copy writing</li> <li>• Communications planning including media channel selection and measurement</li> <li>• Post campaign evaluation and reporting</li> <li>• Strategic Planning</li> </ul>

	<ul style="list-style-type: none"> <li>• Critical thinking and financial literacy</li> <li>• Research &amp; Analysis expertise</li> <li>• Analytical &amp; creative problem solving</li> <li>• Data Management and Process compliance</li> <li>• Excellent communications skills in both written &amp; spoken English <i>(Arabic desirable but not essential)</i></li> </ul>
<p><b>General Performance Requirements</b>          These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.</p>	
Professional Knowledge	<ul style="list-style-type: none"> <li>• Has well-founded and acknowledged specialized and methodological knowledge</li> <li>• Engages personally in further trainings in adjoining fields of activity</li> </ul>
Change	<ul style="list-style-type: none"> <li>• Deals objectively with upcoming changes and accepts them</li> <li>• Applies new procedures and processes to own field of activity</li> <li>• Is interested in other cultures; is informed about other cultures and their particularities</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>• Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions</li> <li>• Structures complex problems; plans systematically necessary working steps for themselves and others</li> <li>• Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively</li> </ul>
Behavioral	<ul style="list-style-type: none"> <li>• Displays endurance and capacity for a fast pace</li> <li>• Assertive and has the ability to take charge of situations</li> <li>• Follow policies, accept external controls and supervision and work within the rules</li> <li>• Positive attitude regarding people and outcome</li> <li>• Uses available information to make quick decisions</li> <li>• Friendly, cooperative and agreeable</li> <li>• Independent and self-reliant</li> <li>• Able to think clearly and be objective in decision making</li> </ul>
Social	<ul style="list-style-type: none"> <li>• Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position; has basic presentation skills</li> <li>• Approaches other people actively; is able to integrate in existing teams; accepts different opinions</li> <li>• Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise</li> <li>• People oriented and participates with colleagues; sociable</li> </ul>
Entrepreneurial	<ul style="list-style-type: none"> <li>• Adjusts planning and execution of tasks to the achievement of the department's targets (short term or long term strategy)</li> <li>• Derived from the target settings set on personal targets and adjust the work to them; defines detailed target and performance expectations</li> <li>• Is mindful of cost reduction and, if possible, of maximising profit; respects cost planning</li> </ul>

Leadership	<ul style="list-style-type: none"><li>• Knows the requirements, rules and principles for field of activity; observes them on the whole</li><li>• Sets clear and realistic targets for themselves and others; respects priorities and higher-level general framework, passes on necessary information for objectives</li><li>• Is interested in personal and technical development of employees/colleagues; identifies and formulates development needs; gives positive and negative feedback to employees</li><li>• Challenges others to develop as leaders while serving as a role model and mentor.</li><li>• Inspires coworkers to attain goals and pursue excellence.</li><li>• Identifies opportunities for improvement and makes constructive suggestions for change.</li><li>• Manages the process of innovative change effectively.</li><li>• Remains on the forefront of emerging industry practices.</li></ul>