

Employee Position Description

Thursday, March 09, 2023

Position Title	Project Manager
Team Unit	Consumer Goods Portfolio
Location	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>	
Employee Role Purpose	
<p><i>The role of Project Manager for Messe Frankfurt Middle East is to:</i></p> <p>Manage a high level and profitable exhibition portfolio with a mix of both account management and retention but also generating new business sales revenue.</p>	
Key Organizational Relationships	
Line Manager	Portfolio Director / Show Director
Peers	Sales Team
Contacts	Internal: Marketing, Creative, Operations, CRM, Accounting, HR and IT
	External: Trade associations, exhibitors, publications, media, government agencies, key accounts, sales partners, visitors and other relevant industry groups.
Direct Reports	Sales Manager
Key Accountabilities	
Primary Accountability	Responsible for sales and relations with existing clients and new prospects; developing new revenue streams and to win exhibition sales through telesales and face to face meetings.
Sales Strategy and Planning	<ul style="list-style-type: none"> Develop, deliver and evaluate a sales plan for your specific segment/s within the show campaign that optimizes retention of existing clients as well as attracting new business. Develop effective sales collaterals and presentations in cooperation with the marketing and creative teams which ensure the position and image of the show. Monitor and report on sales progress to the Portfolio Director/Show Director on a weekly, monthly and quarterly basis. Develop and maintain prospects lists; undertake research and analysis on potential additional product profiles; develop innovative approach on e-selling, phone selling, personal visits of clients in consultation with the Show Director. Coordinate with the Show Director and Marketing on exhibitor promotion and all related costs Manage proper administration of exhibitor bookings and submit regular reports to the Show Director / Senior Show Manager including risk assessment Initiate and plan visits to both international and local competitor and industry events to meet with potential and existing customers, identify market trends and gain ideas for new content and activations, ensuring practical travel costs within budget.

Customer Service and Relationship	<ul style="list-style-type: none"> • Develop strong relationships with key clients and global sales partner network • Provide on-going exhibitor service throughout the event cycle, in particular for key accounts • Demonstrate event results and ROI for key accounts to meet targeted retention and re-booking rate
Floorplan Management	<ul style="list-style-type: none"> • Design the floor plan with strategic positioning of show sections and pavilions in coordination with the Show Director • Supervise the plot of floor plan taking into account projected achievable revenue in coordination with the Show Director, Director of Operations and Operations Manager.
Industry Business Relationship	<ul style="list-style-type: none"> • Build business relationships and work with industry groups, publications and associations etc to gain their support of the event • Establish and maintain business cooperation with trade associations, publications, key accounts, government agencies and other relevant industry groups as well as ongoing support. • Work alongside the global sales partner network through continuous communication and keeping sales partner portal up to date with accurate and relevant information to support, motivate and achieve common goal.
Research and Development	<ul style="list-style-type: none"> • Keep abreast of the industry and the competitive environment and to collaborate with the team in developing relevant show content and sales strategy. • Identify future growth areas through analysis of data and market intelligence to Show Director • Gain market intelligence through developing a close working relationship with major clients, industry partners and use of related media
At Event	<ul style="list-style-type: none"> • Undertake on-site responsibilities to ensure exhibitor and visitor satisfaction in coordination with the Director of Operations and team from build-up through tear-down. • Ensure synchronized organization with the Director of Operations / Operations manager on negotiations for all costs associated with event and exhibitor delivery in consultation with the Show Director ensure practical cost management and good quality service.
Team	<ul style="list-style-type: none"> • Ensure the high performance, motivation and development of the Sales Manager role which reports directly into the Project Manager • Provide continuous training and development as well as mid-year and yearly performance review and appraisal based on set KPI's • Work alongside a wider sales team which includes other Project Managers, Sales Managers and Team Assistants to achieve a common goal.
Person Specification	
The following list outlines 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).	
Education	Essential: University or college degree in Business, Event Management, Marketing or similar
Experience	<ul style="list-style-type: none"> • 5 years sales, events, advertising or marketing experience

	<ul style="list-style-type: none"> • Extensive knowledge of the market and comprehension of associated industry • Strong skills/experience in writing and presenting sales proposals • Demonstrable experience in a highly pressurized environment requiring tact, judgment and discretion in handling internal and external stakeholders <p>Preferred:</p> <ul style="list-style-type: none"> • Exhibitions industry experience • Beauty industry experience • Middle East experience
Personal Attributes	<ul style="list-style-type: none"> • High ethical standards demonstrating integrity, objectivity, honesty, due care and hospitality • Possesses cultural awareness and sensitivity • Organised and efficient, highly effective at managing multiple projects at one time with excellent attention to detail • 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 • Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; and shows flexibility as a team player • 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. • Strives for continual innovation and process improvement
Computer Skills	<ul style="list-style-type: none"> • Sage Saleslogix • Microsoft Office Applications, Advanced Excel
Core Skills	<ul style="list-style-type: none"> • Critical thinking and financial literacy • Excellent communications skills in both written & spoken English (<i>Arabic desirable but not essential</i>) • Closing, prospecting and presentation skills • Strong client and key account management skills • Pipeline Management • Territory & Segment Development • Research and analysis • Analytical problem solving • Data Management and Process compliance
<p>General Performance Requirements</p> <p>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"> • Has well-founded and acknowledged specialized and methodological knowledge • Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> • Deals objectively with upcoming changes and accepts them • Applies new procedures and processes to own field of activity • Is interested in other cultures; is informed about other cultures and their

	particularities
Problem Solving	<ul style="list-style-type: none"> • Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions • Structures complex problems; plans systematically necessary working steps for themself and others • Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a past pace • Assertive and has the ability to take charge of situations • Follow policies, accept external controls and supervision and work within the rules • Positive attitude regarding people and outcome • Uses available information to make quick decisions • Friendly, cooperative and agreeable • Independent and self-reliant • Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> • 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 • Approaches other people actively; is able to integrate in existing teams; accepts different opinions • Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise • People oriented and participates with colleagues; sociable
Entrepreneurial	<ul style="list-style-type: none"> • Adjusts planning and execution of tasks to the achievement of the department's targets (short term or long term strategy) • Derived from the target settings set on personal targets and adjust the work to them; defines detailed target and performance expectations • Is mindful of cost reduction and, if possible, of maximising profit; respects cost planning
Leadership	<ul style="list-style-type: none"> • Knows the requirements, rules and principles for field of activity; observes them on the whole • Respects priorities and higher-level general framework, passes on necessary information for objectives • Identifies opportunities for improvement and makes constructive suggestions for change. • Manages the process of innovative change effectively. • Remains on the forefront of emerging industry practices.