

Employee Position Description

Tuesday, November 14, 2023

Position Title	Marketing Executive	
Team Unit	Mobility and Logistics	
Location	Messe Frankfurt Middle East GmbH Dubai Branch, United Arab Emirates	
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.		
Employee Role Purpose		
The role of Marketing Executive for Messe Frankfurt Middle East is to:		
Ensure that effective visitor and exhibitor marketing programmes are executed across all shows within the assigned portfolio.		
Key Organizational Relationships		
Line Manager	Portfolio Marketing Manager	
Peers	None	
Direct Reports	None	
Indirect Reports	None	
External	None	
Other	Marketing related agency partners eg. design, print, research etc.	
Key Accountabilities		
Primary Accountability	Responsibility for the assigned Messe Frankfurt Middle East exhibitions to execute and manage effectively appropriate visitor marketing programmes delivering total visitor attendance as agreed with Marketing Manager and Senior Show Manager.	
Activity	<ul style="list-style-type: none">Fully understand the concept of the Show/s, in order to assist with the execution of the marketing campaigns as set out by the Marketing Manager.Manage and implement the 'Drop Schedule' of planned activities on assigned Show/s for the delivery of visitor marketing campaigns and collateral including DM, EDM, public relations, advertising, field marketing and other promotional elements.Liaise with all external marketing support agencies such as printers, publishers, designers, etc.Ensure all marketing collateral is professionally produced and reflects both the event's as well as Messe Frankfurt Middle East corporate guidelines.Arrange barter agreements with appropriate publishers and agencies to deliver online and offline visitor communications.Manage all online activities related to visitor	70%

	<p>canvassing including the positioning and content of the visitor section on the show website as well as the development and execution of an appropriate Search programme.</p> <ul style="list-style-type: none">• Maintain visitor databases for assigned Show/s, acting as 'gate-keeper' on behalf of Messe Frankfurt Middle East.• Regular performance reporting to the Marketing Manager.	
Accountability 2	Deliver sales support to the assigned Show Teams and assist in reaching show revenue targets as agreed with Marketing Manager and Senior Show Manager.	
Activity	<ul style="list-style-type: none">• Provide supporting analysis and assist in identifying unique selling points (USP) for exhibitor acquisition in consultation with the Senior Show Manager and Marketing Manager.• Support in the execution of all exhibitor related tactical marketing activities from the 'Drop Schedule' of the assigned Show/s including DM, EDM, advertising, field marketing and other promotional elements.• Liaise with all external marketing support agencies such as printers, publishers, designers, etc.• Support with input and ideas on the exhibitor-related online activities.• Ensure all marketing collateral is professionally produced and reflects the event's and Messe Frankfurt Middle East corporate image.	30%
Scope		
Direct Reports	None	
Indirect Reports	None	
Budget	None	
Key Decisions	None	
Key Recommendations	Visitor promotional marketing, Exhibitor promotional marketing	
Major Challenges		
<ul style="list-style-type: none">• Stakeholder engagement• Demonstrating the relevance and credibility for Marketing to help deliver to the bottom line		
Person Specification		
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).		
Experience	<p>Essential:</p> <ul style="list-style-type: none">• Minimum 2 years experience in Marketing or Marcoms• Exposure to marketing related practices• Stakeholder management experience• Above & below the-line-communications experience (including data-	

	<p>driven DM, advertising, online etc.)</p> <ul style="list-style-type: none"> • Experience in briefing and managing agency partners <p>Preferred:</p> <ul style="list-style-type: none"> • Exhibitions industry experience • Middle East experience • Marcoms agency experience
Qualifications	<p>Essential: Bachelor's Level degree in Marketing, Business or Science</p> <p>Preferred: Specific industry qualification e.g. CIM, DMI etc.</p>
Computer Skills	<p>Essential: Microsoft Office products, Outlook</p> <p>Preferred: Advanced Excel skills</p>
<p>Core Skills</p> <p>These are the attributes significant to the performance of the Employee which are to be observed and given feedback on during the mid-year and year-end reviews.</p>	
Technical Skills	<p>Essential:</p> <ul style="list-style-type: none"> • Communications planning including media channel selection and measurement • Post campaign evaluation and reporting • Financial literacy • High degree of numeracy • Excellent written & spoken English <p>Preferred:</p> <p>Segmentation, attitudinal profiling, excellent written & spoken Arabic</p>
Communication	<p>People who have this capability give and get information in a way that promotes understanding and goal achievement, and communicate persuasively.</p> <ul style="list-style-type: none"> • Confident – speaks so that others listen to their point of view • Tailors their style and approach to reflect the person and situation • Helps others express their views and develop their own ideas • Assertive - states what is or is not possible when faced with demands from others • Changes approach if the other person does not understand, or if communication is breaking down • Persuades by pointing out the benefits and appealing to logic. • Responds in a non-defensive way when attacked or asked about errors or oversights • Good business writing skills - able to draft freeform correspondence and reports •
Customer Focus	<p>People who have this capability think about things from the customer's point of view and act to provide external / internal customers with quality services and products.</p> <ul style="list-style-type: none"> • Gathers exhibitor & visitor feedback to continually assist in improving their experience •

Innovation and Improvement	<p>People who have this capability develop and implement improvements that transform the business.</p> <ul style="list-style-type: none"> • Listens to and explores ideas suggested by others • Looks for ways to improve processes • Generates ideas that lead to new opportunities or significant cost savings for the business unit or organization •
Planning and Organisation	<p>People who have this capability are well organized - they establish and monitor courses of action for themselves and/or others to ensure that objectives are achieved efficiently.</p> <ul style="list-style-type: none"> • Manages workload efficiently to produce required results within timeframe and budget • Actively monitors in work progress, and makes early adjustments to plans if there are problems • Identifies more critical and less critical activities, and maintains focus on priorities • Allocates appropriate time for work tasks, identifies dependencies, and develops timelines and milestones
<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 himself and others
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a fast 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

	<p>objective solutions; searches for compromise</p> <ul style="list-style-type: none">• People oriented and participates with colleagues; sociable
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