

# Employee Position Description

Friday, January 05, 2024

<b>Position Title</b>	Senior Premium Visitor Experience Executive	
<b>Team Unit</b>	Marketing Ops Department	
<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 Senior Premium Visitor Experience Executive for Messe Frankfurt Middle East is to:</i></p> <p>Ensure that effective Premium Club programmes is developed and executed across all shows within the Messe Frankfurt Middle East portfolio.</p> <p>Be responsible for building, developing and nurturing Key Buyers prospects and members across all shows within the MFME portfolio. The role is research driven, with a strong account management element – Key Buyers (Premium Club) visitors should be viewed as 'clients' of this role.</p> <p>The Messe Frankfurt Middle East Premium Club is an exclusive, invite-only club for the largest and most active buyers across the industries we serve. The Premium Club is hosted alongside all events within the various portfolio's giving members access to VIP services and networking events.</p>		
<b>Key Organizational Relationships</b>		
Line Manager	Head of Premium Visitor Experience	
Peers	PR Manager, Conference Manager, Data Services Executive, Show Managers, Marketing Managers and executive	
Direct Reports	None	
Indirect Reports		
External	Marketing colleagues Messe Frankfurt Germany (brand, research, planning)	
Other	Marketing related agency partners e.g., Call Centres, Business Matchmaking, research, WhatsApp for Business, contractor, furnishing partner etc.	
<b>Key Accountabilities</b>		
<b>Primary Accountability</b>	Managing Premium Club Programme	
<b>Activity</b>	<ul style="list-style-type: none"> <li>• Work closely with Marketing Managers to ensure proper communication and campaign tracking.</li> <li>• Research, analyse and understand target markets in preparation for potential Key Buyers initiatives.</li> <li>• To help with database cleaning by calling the customers in order to update contact information, ensure data captured is kept clean and in correct format for uploading.</li> </ul>	

	<ul style="list-style-type: none"> <li>Engage with external support such as Stand Contractors, Dubai World Trade Center etc. driving efficiency and attendee satisfaction.</li> <li>Responsibility for the management of the Key Buyers Programme budget through effective use of the LPO system and in consultation with the Head of Premium Visitor Experience</li> <li>Search for new technology solutions to help achieve the department objectives.</li> <li>Regular performance reporting to the Head of Premium Visitor Experience</li> </ul>	
<b>Accountability 2</b>	Responsibility for all Messe Frankfurt Middle East shows to research, develop, and execute appropriate Key Buyers and VIP Programme delivering total buyers' attendance as agreed with Head of Premium Visitor Experience	
<b>Activity</b>	<p><i>Pre-show</i></p> <ul style="list-style-type: none"> <li>work to a detailed marketing and operational campaign timeline.</li> <li>Research prospect members for each of the events within the portfolio of events using all channels such as web, print, telephone.</li> <li>Work with relevant Marketing Manager to complete analysis of previous marketing campaigns and execute targeted selections on internal database system.</li> <li>Invite prospects and members to events through a variety of marketing mediums and maintain communication in the run up, during and post event via email, telephone and other mediums in conjunction with the relevant marketing manager.</li> <li>Work together with the Marketing Managers to setup the online application form hosted on all websites along with email auto-replies.</li> <li>Ensure show websites are fully up to date with latest information relevant to the Premium Club.</li> <li>Provide KPI reports for update meetings with the Head of Premium Visitor Experience.</li> </ul> <p><i>Onsite</i></p> <ul style="list-style-type: none"> <li>Work with Operations and Marketing team to ensure Premium Club members have their expectations met or exceeded at all touchpoints of the programme.</li> <li>Be fully abreast of all aspects of the show(s) in order to assist Club members with onsite queries such as conference programmes, parking, travel etc.</li> <li>Build relationships with Premium Club members during the event(s) to ensure repeat visits in future shows.</li> </ul>	

	<p><i>Post Show</i></p> <ul style="list-style-type: none"> <li>Develop post-show reporting including learnings and successes from the most recent deployment. Incorporate post-show learnings into the development of future Programmes.</li> </ul>	
<b>Scope</b>		
Direct Reports		
Indirect Reports		
Budget		
<b>Major Challenges</b>		
<ul style="list-style-type: none"> <li>Stakeholder Management</li> <li>Securing Key Buyers attendees</li> <li>Understanding buyer/seller dynamics across a wide range of sectors</li> <li></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>Experience</b>	<p>Essential: Minimum 3 years in a similar role. Proven ability with working with senior level and VIP professionals in a face-to-face environment</p> <p>Preferred:</p> <ul style="list-style-type: none"> <li>Exhibitions industry experience</li> <li>Middle East experience</li> <li>Arabic Speaking</li> </ul>	
<b>Qualifications</b>	Essential: Marketing, Business or Science Degree or Relevant work experience	
<b>Personal Attributes</b>	Essential: Inspirational 'people person', strong leader, organised, efficient, excellent attention to detail, persuasive, responsive, creative, an ability to manage analytics, can handle pressure and work to tight deadlines, great relationship manager, team player	
<b>Computer Skills</b>	<ul style="list-style-type: none"> <li>Microsoft Word, PowerPoint, Excel and Outlook is essential</li> <li>Prior experience working on website CMS back-ends preferable</li> <li>Prior experience with Business Matchmaking Software solutions and database management systems</li> </ul>	
<b>Other Attributes</b>	<ul style="list-style-type: none"> <li>Research &amp; analysis expertise</li> <li>Financial literacy</li> <li>High degree of numeracy</li> <li>Excellent written &amp; spoken English</li> </ul>	

**Organizational Capabilities**

**Communication** - People who have this capability give and get information in a way that promotes understanding and goal achievement, and communicate persuasively.

- 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** - 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.

- Acts as a trusted adviser to key exhibitors and representatives of large visitor groups, and becomes involved in their decision-making processes
- Gathers exhibitor & visitor feedback to continually assist in improving their experience

**Innovation and Improvement** - People who have this capability develop and implement improvements that transform the business.

- Listens to and explores ideas suggested by others
- Looks for ways to improve processes
- Considers how proposed changes in one process may impact on other processes
- Finds information about how others operate and establishes best practice for the work team or business unit
- Generates ideas that lead to new opportunities or significant cost savings for the business unit or organization

**Analysing & problem solving** - People who have this capability critically analyze situations and information in order to find effective ways to deal with issues and problems.

- Uses sophisticated data gathering and analysis techniques in exploring to develop deep customer insights
- Connects and applies theoretical insights to real-life situations
- Objectively identifies strengths, weaknesses, opportunities, and threats associated with a specific scenario, or business activity
- Finds effective ways to solve difficult problems or create business opportunities
- Sees relationships between apparently unrelated factors

	<p><b>Planning &amp; Organisation</b> - 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"> <li>• Creates comprehensive marketing plans</li> <li>• Manages workload efficiently to produce required results within timeframe and budget</li> <li>• Actively monitors in work progress, and makes early adjustments to plans if there are problems</li> <li>• Identifies more critical and less critical activities, and maintains focus on priorities</li> <li>• Allocates appropriate time for work tasks, identifies dependencies, and develops timelines and milestones</li> </ul> <p><b>Relationship Building</b> - People who have this capability enjoy others, place a high value on mutually positive working relationships, and act to create and sustain such relationships with a range of people.</p> <ul style="list-style-type: none"> <li>• Able to converse comfortably and establish rapport with a wide range of people</li> <li>• Takes steps to establish and maintain trust and credibility with others</li> <li>• Seeks to work in partnership, in the best interests of other parties</li> <li>• Takes human failings into account - dealing patiently with difficult people</li> <li>• Takes appropriate steps to educate or up skill colleagues</li> </ul> <p><b>Strategic Ability</b> - People who have this capability think beyond the immediate situation to consider their work and the business from a wider perspective.</p> <ul style="list-style-type: none"> <li>• Recognises opportunities for future competitive advantage and how to position the exhibition to achieve such advantage</li> <li>• Demonstrates a sophisticated awareness of the impact of the world at large on our business.</li> <li>• Demonstrates an awareness of the economic, political, social and cultural implications of business decisions.</li> <li>• Assesses and links operational decisions in the light of longer-term consequences and strategic goals.</li> <li>• Communicates a clear, long-term direction for the organization</li> </ul>
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 himself 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 past 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 himself 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>