

# Employee Position Description

Wednesday, April 20, 2022

<b>Position Title</b>	Marketing Manager	
<b>Team Unit</b>	Marketing	
<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	Head of Exhibition Marketing	
Peers	Marketing Managers, PR Manager	
Direct Reports	None	
Indirect Reports	None	
External	Marketing colleagues Messe Frankfurt Germany (brand, research, planning)	
Other	Marketing related agency partners eg. design, print, research etc.	
<b>Key Accountabilities</b>		
<b>Primary Accountability</b>	Responsibility for assigned Messe Frankfurt Middle East shows to research, develop, and execute appropriate visitor marketing programmes delivering total visitor attendance as agreed with Group Marketing Director, Show Director or Senior Show Manager and Head of Exhibition Marketing.	
<b>Activity</b>	<ol style="list-style-type: none"> <li>1. Visitor marketing campaign planning, management, analysis and evaluation               <ol style="list-style-type: none"> <li>1.1 Marketing campaigns &amp; collateral - Planning 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>1.2 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>1.3 Market knowledge - Market information - meeting exhibitors, key stakeholders, getting market feedback about visitors &amp; market conditions.</li> <li>1.4 Analysis &amp; Evaluation - Measuring performance and effectiveness of messages, channels etc. using Google</li> </ol> </li> </ol>	70%

	<p>Analytics, Excel and other tools, analysing audience behaviour to obtain insights for improved campaigns, weekly reporting of registrations and identifying any discrepancies with the objective and taking corrective action as required.</p> <ol style="list-style-type: none"> <li>2. Drop schedule preparation covering visitor marketing campaign timelines and budgeting       <ol style="list-style-type: none"> <li>2.1 Drop schedule - Develop and implement a 'Drop Schedule' covering all planned visitor marketing activities and collateral with their respective timelines and costs.</li> <li>2.2 Timeline planning &amp; management - Setting realistic timelines and ensuring adherence to them in order to ensure smooth operations and avoid any delays.</li> <li>2.3 Budget allocation &amp; management - Ensure optimal allocation of budgets, weekly update of budget tracker, negotiating costs as applicable, timely raising of LPOs.</li> </ol> </li> <li>3. Audience segmentation, message development and delivery       <ol style="list-style-type: none"> <li>3.1 Audience segmentation - Visitor audience profiling, study media consumption behaviour, developing tailored messages and value proposition development.</li> <li>3.2 Content development - Developing messages, key value propositions and content sourcing &amp; development (writing and/or briefing agencies) for use across emailers, direct mailers and other marketing collateral.</li> <li>3.3 Media selection and management - 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, negotiating barter and purchase, analysis &amp; evaluation / measuring effectiveness.</li> <li>3.4 Website - Ensuring that website is updated with relevant content and exhibitor search module is live as scheduled.</li> <li>3.5 Social media - Review and approve social media content prepared by Social Media team, jointly evaluate effectiveness of platforms and select platforms as relevant for respective exhibitions and audience.</li> </ol> </li> <li>4. Stakeholder management       <ol style="list-style-type: none"> <li>4.1 Ensuring that personnel engaged with for projects / tasks such as show teams, Marketing Executives, Marketing Team Assistants, CRM team, Online Communication Team etc. are clearly briefed, requirements made clear and communicating to ensure tasks are completed as planned.</li> </ol> </li> <li>5. Vendor management       <ol style="list-style-type: none"> <li>5.1 Ensuring briefs are clearly prepared and shared with advertising agency, PPC agency, photo &amp; video vendors etc., costs are negotiated and clear, and supervising campaigns to ensure adherence to brief and timely</li> </ol> </li> </ol>	
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	delivery of requirements.	
<b>Accountability 2</b>	Deliver marketing support to assigned show teams to assist in reaching show revenue targets as agreed with Group Marketing Director, Show Director or Senior Show Manager and Head of Exhibition Marketing.	
<b>Activity</b>	<ol style="list-style-type: none"> <li>1. Supporting research and analysis to assist in identifying and understanding both purchase and churn trigger points in order to recommend exhibitor acquisition, cross-sell and retention programmes in consultation with Group Marketing Director, Show Director or Senior Show Manager, and Head of Exhibition Marketing.</li> <li>2. Develop and support the implementation of a 'Drop Schedule' of planned activity on assigned shows to for the delivery of day-to-day exhibitor marketing campaigns and collateral including DM, EDM, PR, advertising, field marketing etc and other promotional elements.</li> <li>3. Act as the Messe Frankfurt Middle East primary contact for all external marketing support agencies such as printers, publishers, designers, etc.</li> <li>4. Arrange barter agreements with appropriate publishers and agencies to deliver online and offline exhibitor communications.</li> <li>5. Support management of online activity, including the positioning and content of the exhibitor facing section of the show website including development and execution of an appropriate Search programme.</li> <li>6. Assist with the building of exhibitor databases for assigned shows working in consultation with Group Marketing Director, Show Director or Senior Show Manager, and Head of Exhibition Marketing.</li> <li>7. Ensure all marketing collateral is professionally produced, is of the highest quality, and reflects event and Messe Frankfurt Middle East corporate guidelines.</li> </ol>	30%
<b>Scope</b>		
Direct Reports	None	
Indirect Reports	None	
Budget	TBA	
Key Decisions	Visitor promotional marketing	
Key Recommendations	Exhibitor promotional marketing	
<b>Major Challenges</b>		
<ul style="list-style-type: none"> <li>• Demonstrating the relevance and credibility for Marketing to help deliver to the bottom line</li> <li>• Stakeholder engagement</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:</p> <ul style="list-style-type: none"> <li>• Minimum 5 years experience in Marketing or Marcoms</li> <li>• Wide exposure to marketing related practices and precedents</li> <li>• Proven track record of using research and analysis to develop insight-driven marketing &amp; communications programmes</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> </ul>
<b>Qualifications</b>	<p>Essential: Marketing, Business or Science Degree or Relevant work experience</p> <p>Preferred: Specific industry qualification e.g. CIM, DMI etc.</p>
<b>Computer Skills</b>	<p>Essential: Microsoft Office products, Outlook</p> <p>Preferred: Advanced Excel skills</p> <p>Other: Sage Sales Logix</p>
<p><b>Core Skills</b></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>	
<b>Technical Skills</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Research &amp; analysis expertise</li> <li>• Brand ID management</li> <li>• Communications planning including media channel selection and measurement</li> <li>• Post campaign evaluation and reporting</li> <li>• Financial literacy</li> <li>• High degree of numeracy</li> <li>• Excellent written &amp; spoken English</li> </ul> <p>Preferred:</p> <p>Segmentation, attitudinal profiling, participation/purchase &amp; churn trigger analysis, excellent written &amp; spoken Arabic</p>
<b>Communication</b>	<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"> <li>• Confident – speaks so that others listen to their point of view</li> <li>• Tailors their style and approach to reflect the person and situation</li> <li>• Helps others express their views and develop their own ideas</li> <li>• Assertive - states what is or is not possible when faced with demands from others</li> <li>• Changes approach if the other person does not understand, or if communication is breaking down</li> <li>• Persuades by pointing out the benefits and appealing to logic.</li> </ul>

	<ul style="list-style-type: none"> <li>• Responds in a non-defensive way when attacked or asked about errors or oversights</li> <li>• Good business writing skills - able to draft freeform correspondence and reports</li> </ul>
Customer Focus	<p>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.</p> <ul style="list-style-type: none"> <li>• Acts as a trusted adviser to key exhibitors and representatives of large visitor groups, and becomes involved in their decision-making processes</li> <li>• Gathers exhibitor &amp; visitor feedback to continually assist in improving their experience</li> </ul>
Innovation and Improvement	<p>People who have this capability develop and implement improvements that transform the business.</p> <ul style="list-style-type: none"> <li>• Listens to and explores ideas suggested by others</li> <li>• Looks for ways to improve processes</li> <li>• Considers how proposed changes in one process may impact on other processes</li> <li>• Finds information about how others operate and establishes best practice for the work team or business unit</li> <li>• Generates ideas that lead to new opportunities or significant cost savings for the business unit or organization</li> <li>• Acts as a trusted adviser to key exhibitors and representatives of large visitor groups, and becomes involved in their decision-making processes</li> <li>• Gathers exhibitor &amp; visitor feedback to continually assist in improving their experience</li> </ul>
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"> <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>
Strategic Ability	<p>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</li> </ul>

	<p>cultural implications of business decisions.</p> <ul style="list-style-type: none"> <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>
<p><b>General Performance Requirements</b></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"> <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;</li> </ul>

	<p>observes them on the whole</p> <ul style="list-style-type: none"><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>
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