

Koelnmesse Pte Ltd

Koelnmesse, founded in Cologne, Germany, is one of the world's largest trade fair companies since 1924. With over 80 annual international trade fairs and conferences organized worldwide, Koelnmesse is the leading trade fair organizer across the following sectors: Food and Food Technology; Technology, Digital Media and Entertainment; Health, Lifestyle and Facilities and more. Koelnmesse Pte Ltd, established in Singapore since 2002, is one of the key subsidiaries managing the trade fairs and conferences in the Asia-Pacific region.

We are looking for suitably experienced candidate to join a team with a passion for best practices, innovation, and delivering robust and high performance services to our stakeholders.

Assistant Manager, Marketing Communications **Business Unit 2 – Health & Lifestyle**

(Key events include [IDEM Singapore](#), [AOSC](#), [DAMA](#) and [IDEC](#))

Permanent Position

Responsibilities:

Responsible for the overall control and direction of marketing function with regard to the planning, development and implementation of marketing plans and programs in areas including market research, exhibition sales and visitors promotion, media advertising, public relations.

Key Areas of Responsibility:

- Responsible for formulating and co-ordinating marketing strategy with the sales, conference, operations, IT department;
- Responsible for development & implementation of marketing plan in terms of contribution to finalizing overall budgets, promotional material and related activities;
- Providing support to sales and visitor promotion team on market intelligence such as industry statistics, trends, competitors' activities, market dynamic, etc;
- Develop sales tools and contents such as videos, brochures, market report, materials, etc to drive effective communication for both online and offline marketing;
- Development and management of media partnerships;
- Liaison with external vendors including PR agency, graphic agencies, website vendor, etc;
- Setting up and optimizing online marketing campaigns, e.g. social media including utilizing of website analytics tools for data collection.

Requirements:

Prior knowledge or experience in Adobe photoshop/illustrator would be preferred. Familiar with marketing automation and CRM tools (Salesforce or similar).

Successful applicants should be strong in both written and spoken English. The position requires a strong sense of responsibility, team work capabilities with strong interpersonal skills to develop effective long term relationships with stakeholders, and the ability to deliver results independently. Working experience in the MICE industry would be an advantage.

Qualifications:

Bachelor's Degree preferred with at least 3 years of working experience.

If you are interested, please send your CV to recruit@koelnmesse.com.sg stating your current and expected salary. For more details about Koelnmesse Pte. Ltd., please visit www.koelnmesse.com.sg