

Looking for an experienced **Marketing Communications Manager** for our food & food technology events:

Responsible for the overall control and direction of the marketing function with regard to planning, budgeting, development and implementation of marketing plans and programs in areas including market research, exhibition sales and visitors promotion, media advertising, public relations. This role is reporting to the General Manager (food & food technology) as well as to the Project Director.



Responsibilities of the successful candidate:

- Work closely with the project team, internal and external stakeholders to plan and implement marketing campaigns, monitor progress and ensure timely delivery.
- Conduct media research, negotiate media partnerships and plan and execute media campaigns.
- Prepare and follow through with e-DMs.
- Setup and optimize online marketing campaigns (including text, visuals), manage and execute social media promotions, utilizing website analytics tools.
- Develop design briefs for marketing materials (including copywriting and selection of photos/videos) for project team and stakeholders to use for event promotion.
- Liaise with external designers, printers and website developers.
- Management of external parties (Digital, PR agencies & other 3rd party vendors)
- Provide market intelligence such as industry statistics, trends, competitors' activities, market dynamics.

Interested applicants, please email your CV to recruit@koelnmesse.com.sg.
For more details about Koelnmesse Pte. Ltd., please visit www.koelnmesse.com.sg.

Requirements:

The position requires a strong sense of responsibility, team work, strong interpersonal skills to develop effective long term relationships with stakeholders as well as the ability to deliver results independently.

- Strong in written and spoken English is a must.
- Working experience in the MICE industry as well as in digital marketing strategies is an advantage.
- Knowledge in the following applications is preferred: Adobe photoshop/illustrator, Salesforce, Pardot, Google Analytics, MailChimp, HubSpot, Joomla.

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

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.