

Koelnmesse Pte Ltd

Koelnmesse Pte Ltd is one of the world's largest trade fair companies. Its more than 80 trade fairs and exhibitions have the broadest international scope in the industry, as 60 percent of the exhibitors and 40 percent of the visitors come from outside Germany. The Koelnmesse events include the leading global trade fairs for 25 sectors, such as Interior and Object Design, Health, Food and Food Technology, as well as Tools, Machinery and Technology, Digital Media and Entertainment, Energy and Environment plus Child, Youth and Education. Discover the Koelnmesse Trade Fairs & Events [here](#).

We are on the lookout for an experienced Marketing Communications Executive to plan and execute marketing campaigns, support new business development and strengthen the respective events' brand awareness. Reporting to the Marketing Manager, the Marketing Executive will be responsible for implementing the full marketing campaign from exhibitors', speakers' to delegates' and visitors' promotion.

The individual will be focusing on the technology events such as [SIGGRAPH Asia](#) and [EmTech Asia](#) within Business Unit 3.

Executive / Senior Executive, Marketing Communications Business Unit 3 – Technology, Digital Media, Entertainment & Mobility (Permanent Position)

Responsibilities:

The successful candidate will:

- Work closely with the marketing manager, internal and external stakeholders to plan and implement the marketing campaign for technology events under Business Unit 3.
- Conduct media research, media planning and negotiate on media partnerships.
- Update overall marketing timeline / media spreadsheet and ensure that all items are on schedule.
- Preparation and execution of electronic-direct mailers (e-DMS)
- Liaise with media partners to ensure deliverables are met.
- Develop text and visual copies, manage and execute social media promotions.
- Liaise with external designers to create event advertisements, banners and other promotional artwork.
- Liaise with printers for collaterals' print and timely delivery.
- Liaise with website developer on regular website updates.
- Develop design brief for marketing materials (including copywriting and selection of photos/videos) for project team and stakeholders to use for event promotion.
- Management and communications with external personnel (such as third-party digital agencies for google advertising and PR, Conference Committee etc.)
- Provide market intelligence such as industry statistics, trends, competitors' activities, market dynamics, etc.
- Work closely with team members, colleagues from Koelnmesse's regional offices as well as from across different functions within the company to meet the project objectives.

Requirements

- Degree in Marketing or Business Administration, or its equivalent.
- At least 1 – 3 years of experience in international Marketing Communications and PR, preferably in the MICE industry.
- Proficient in Microsoft Office applications.
- Good written and verbal communication skills.
- Ability to multi-task and work within tight timelines.
- Meticulous, self-driven, result-oriented, and has a keen attitude and aptitude for learning.
- To be able to commence work from early April 2019.
- Experience in digital marketing strategies will be a plus.

The ideal candidate should be familiar with the use of marketing ROI analysis tools. Having experience working with these applications will be a plus: Salesforce, Adobe Photoshop, Google Analytics, MailChimp, HubSpot, Joomla.

We are looking for a self-motivated, enthusiastic and creative individual who is willing to take up a challenging position in an international market. If you would like to join a dynamic team, please send your application via email to Koelnmesse Pte. Ltd. at: recruit@koelnmesse.com.sg

For more information about the company, please visit our website www.koelnmesse.com.sg. Please indicate your availability together with your current/expected salary in your application. All applications will be treated strictly confidential. We regret that only successful candidates will be notified.