

Job Description / PR/Marketing Executive

General:	
Job Title:	PR/Marketing Executive (GER/ENG)
Job Family:	PR/Marketing Department
Reports to:	PR & Marketing Manager
Supervises:	None
Date:	20/07/2016
Version:	1.0
Purpose:	
Responsible for providing full administrative support as well as assisting with a variety of PR/Marketing activities relating to the preparation and staging of trade events. Internal contact to exhibition teams and external contact to agencies and media companies as and when needed.	
Responsibilities and Duties:	
<ul style="list-style-type: none"> ▪ Creating content for HTML templates and delivering promotional email shots ▪ Copywriting promotional material ▪ Production of newsletters ▪ Assist with the production of sales support material and website ▪ Database management ▪ Brief designers ▪ Liaising with media companies ▪ Writing press releases ▪ Proof-reading of sales material and other documents ▪ Media Buying and Advertising Campaigns 	
Essential Skills/Knowledge/Competencies:	
<ul style="list-style-type: none"> ▪ Fluent German/English language skills (verbal & written communication) ▪ PR/Marketing experience, especially writing (open mindedness for dealing with technical jargon); media and customer service experience is seen as nice to have ▪ Professional MS Excel/Word skills; HTML and other mailing programs is seen as nice to have ▪ Hands-on individual with a strong administrative flair and an eye for design ▪ Proactive, well-organised, and independent style of work ▪ Highly accurate with a strong sense of responsibility 	
Qualifications:	
<ul style="list-style-type: none"> ▪ 2+ years' working in a similar role 	
Additional Notes:	
<ul style="list-style-type: none"> ▪ In-house training will be provided 	