

Job Description

Job Title: PR & Marketing Executive

Reports to: PR & Marketing Manager

The Company

Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser and publisher of business to business events, within a range of engineering, transport, trade and technical sectors. Established in 1965, the company is part of Reed Exhibitions, a division of RELX Group. RELX Group is a global provider of information and analytics for professional and business customers across industries.

The Position

We are currently looking for a PR & Marketing Executive who will be 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. Additionally, Internal contact to exhibition teams and external contact to agencies and media companies as and when needed.

Key Tasks

- Creating content for HTML templates and delivering promotional email shots
- Copywriting promotional material
- Production of newsletters
- Assisting with the production of sales support material and website
- Database management
- Briefing designers
- Liaising with media companies
- Writing press releases
- Proof-reading of sales material and other documents
- Media buying and advertising campaigns

Skills, Knowledge, Experience:

- 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
- A 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

Desirable Skills

- Fluent German would be a distinct advantage

Qualifications /Commercial Experience

- A minimum of 1 years+ commercial experience