

Job Description

Job Title: **German-speaking Media Buyer**

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 to recruit a German-speaking Media Buyer for a portfolio of B2B events, reporting to the PR & Marketing Manager. The Candidate to provide full support in media booking; assisting with all administrative requirements relating to media activities.

Key Tasks

- Liaising with trade publications worldwide
- Buying advertising space (print & online) for promotional campaigns
- Negotiate media rates when required
- Arranging media partnerships
- Proof-reading
- Liaising with graphic designers and translation agencies for the production of artworks (print & online)
- Setting up and handling of media schedules
- Working within set budget frames

Required Skills, Knowledge, Experience:

- Fluent German-speaker with excellent command of the English language
- Strong interpersonal and organisation skills
- A good understanding of the media landscape
- Ability to deal with senior media representatives internationally
- Negotiation skills to get the best advertising space at the best price
- High level of IT literacy, including knowledge of Word and Excel
- Ability to work to tight deadlines, with close attention to detail
- Good numerical and data management skills
- Commercial and budget awareness