

Job Description

Job Title: German-speaking PR & Marketing Executive

Reports to: PR & Marketing Manager

The Company

Situated in the heart of St Albans City Centre, opposite St Albans Abbey in a beautiful grade II listed building, Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser, a publisher of business to business events. 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 and 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
- Experience in working with mailing programs, such as Dotdigital, Mailchimp, etc. is desirable
- 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
- Willingness to travel (occasionally)

Qualifications / Commercial Experience

A minimum of 1 years + commercial experience (not including internships)

We provide

Excellent working hours (35 h/week: Monday - Thursday 8.30am to 4.45pm. 1 hr lunch, 8.30am to 4pm on Fridays incl. 1.5 hr lunch)

22 days holiday, rising to 25 days after 4 years' service, plus Christmas closure days in addition to the holiday entitlement

Pension

Life Insurance

Income Protection

Season Ticket Loan

Gym discount

If you would like to apply, please click the link below:-

<https://reedexpo.jobs/job/pr-marketing-executive-german-speaking-0>