

## **Job Description**

**Job Title:** German speaking PR & Marketing Manager

**Reports to:** PR & Marketing Director

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### **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 to recruit a German-speaking PR & Marketing Manager. The PR & Marketing Manager will have the responsibility to cover a variety of PR and marketing activities for a series of our B2B trade exhibitions.

### **Key Responsibilities**

Overall management responsibility for planning and implementing marketing campaigns related to the specific trade shows (in cooperation with the show team)

Overall responsibility for planning PR and advertising campaigns and establishing strong relationships with media

Briefing designers and agencies

Managing a small team - setting tasks and goals for marketing executives, providing guidance, training and support

### **Required Skills, Knowledge, Experience:**

German-speaker, with excellent command of the English language

Previous experience in a similar Marketing / Communications role, ideally in an international sales environment

Have excellent creative copywriting skills

Strong interpersonal skills

Strong communication skills, both written and oral

Have experience in digital marketing

Have experience in media relations

Have an eye for design

Be a flexible team player, committed to be able to deal with people at all levels

Ability to multitask, work to tight deadlines, with close attention to detail

Strong organisation and administration skills

High level of computer literacy, including knowledge of Word, Excel and PowerPoint  
Proactive, responsive and ability to work under pressure  
Some overseas travel will be necessary

**We provide**

Excellent working hours (35 h/week: Monday - Thursday 8.30am to 4.45pm incl. 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  
Healthcare  
Pension  
Life Insurance  
Income Protection  
Season Ticket Loan  
Gym discount

If you would like to apply for this position, please click the link below:-  
<https://reedexpo.jobs/job/pr-marketing-manager-german-speaking>