

Job Description

Job Title: PR & Marketing Assistant
Reports to: PR & Marketing Manager

The Company

The Mack Brooks Group are leading exhibition/trade fair organisers and publishers within a range of engineering, transport, textiles, trade and technical sectors, working internationally including in Europe, the USA & South-East Asia. Established in 1965, the company is privately owned, profitable and looking to expand its activities within media including exhibitions, publishing and the internet, by both new product and development and acquisition.

The Position

We are currently looking for a PR & Marketing Assistant who will provide full administrative support, dealing with a variety of PR/Marketing activities relating to the preparation and staging of trade events.

Key Tasks

- Assist with media buying and advertising campaigns
- Negotiate media rates when required
- Assist with the coordination of press activities and press events
- Deal with telephone enquiries from journalists, exhibitors and visitors
- Copywriting promotional material
- Assist with the production of sales support literature
- Proof-reading of sales material and other documents
- Create and deliver mailings
- Deal with Social Media Accounts
- Update websites
- Day-to-day administration and database management

Skills, Knowledge, Experience

- Fluent German and English language skills (verbal & written communication)
- PR/Marketing knowledge/background, writing skills
- Proficient in MS Office packages, particularly MS Excel/Word
- Highly accurate with excellent administrative skills
- Proactive, well-organised and independent style of work
- Able to work with deadlines
- Confident telephone manner

Qualifications/Commercial Experience

Minimum of one year experience in a similar role

The duties and responsibilities in this job description are intended to be indicative but not exhaustive of the responsibilities of the postholder. As Mack Brooks develops, the requirements of the job may develop and change. The postholder will be expected to adapt to these changes.