

市场部经理

职责描述:

任职要求: 职位说明

1. 与项目组成员密切合作, 共同促进参展商和观众的参与度, 策划、执行与评估参展商和观众的推广战略;
2. 与项目组保持紧密沟通, 共同制定展会项目的市场推广计划、预算与执行。
3. 与设计同事和外部供应商密切合作, 按计划保质保量的完成展会相关宣传材料的制作 (设计/呈现), 如展会宣传册、赞助方案、展会动态更新、观众邀请函、展会预览、参观指南、欢迎信息、展会海报、视频剪辑等;
4. 负责展会新闻发布会和其他推广活动的的策划、组织与执行;
5. 撰写展会新闻稿、宣传材料和文案等, 为全渠道的展会市场推广提供内容支持;
6. 与负责新媒体的同事、服务商、合作伙伴进行沟通, 进行项目网站与新媒体的维护与推广;
7. 与国内和海外专业媒体建立持续良好的沟通关系, 以顺利有效的开展媒体合作;
8. 协助部门经理, 完成其他市场工作任务。

Job Description:

1. Working closely with show team members to engage intensively in exhibitor and visitor attendance promotion by developing, executing and evaluating promotional campaigns.
2. Planning, budgeting and implementation of marketing strategies for the assigned trade fairs and conferences in coordination with project members.
3. Working closely with designer colleagues and suppliers for timely and professional completion of show materials (design / layout), such as show brochure, sponsorship presentation, show updates, show previews, invitation tickets, show daily, show guide/directory, welcome messages, show poster, Video clips etc.
4. Planning and organization of press conferences, press trips and media events for the assigned events
5. Compose press releases, newsletters, marketing material etc. in order to support the exhibition promotion in content.
6. Working closely with new media colleagues, suppliers and partners to develop website and new media campaign.
7. Establish steady and sound communication with both domestic and overseas media, and develop all around media work in a successful and effective way.
8. To ensure marketing administration is fulfilled as specified by the department manager.

任职要求:

- 1、三年以上市场推广或媒体合作经验
- 2、有展会、公关或相关经验者优先考虑
- 3、良好的文字功底, 有整合新闻稿、发言稿以及其他设计文件资源的能力
- 4、良好的英文听、说、读、写能力 (英文 6 级或以上)
- 5、熟悉运用设计软件优先考虑 (如 AI、Photoshop 等)
- 6、较强的观察力和应变能力, 优秀的人际交往和协调能力、较强的社会活动能力
- 7、良好的沟通协调能力及团队合作精神
- 8、个性乐观、开朗。做事积极、主动, 抗压能力强
9. 工作地点: 北京