

NürnbergMesse North America Job Description



Job Title: Operations & Marketing Manager
Reports To: Managing Director
Employment: Full Time
FLSA Status: Exempt
Location: Atlanta, Georgia

SUMMARY: The Operations and Marketing Manager successfully manages all aspects of assigned NuernbergMesse North America (NMNA) events as well as corporate marketing initiatives. This is including marketing the NMNA portfolio of events to the U.S. market, marketing NMNA business to the U.S. market, and managing operations of pavilions in both domestic and international events. The Operations and Marketing Manager is responsible for the successful production and profitability of assigned NMNA events. This includes production management and direction of all marketing and operational activities.

MAJOR ACCOUNTABILITIES include the following. Other duties may be assigned.

- Build and maintain strong internal and external client relationships
- Possess an understanding of
 - Budget management
 - Marketing and Production schedules
 - Tradeshow marketing initiatives
 - Tradeshow operations
 - International tradeshows and events
- Consult with stakeholders to determine program's goals & objectives
- Creates and manages event budgets
- Negotiate and manage vendors and contracts including but not limited to: General Service Contractor, audio/visual, public relations / media, graphics and creative services, printing, mail fulfillment, catering, decor and signage, registration, transportation, facilities and meeting space, housing, temporary labor, and any additional vendors supplying goods or services to the production of the events or pavilions
- Travel (including international) for industry events, partner meetings, and the NMNA trade shows/events
- Develop event specifications including banquet event orders and work plans including timeline and budget
- Implement and manage full marketing & production schedule establishing deadlines and target dates for all areas of event production, including monthly budget forecasts, marketing initiatives, sales, conference, show directory, registration, transportation, housing, facility sets and setup, off-site events, post-show activities, and any other action items related to the event
- Coordinate and manage pre-planning meetings with event partners and staff, coordinating all information for meetings and events and disseminating appropriately
- Track meeting and event expenditures to stay within or below budget
- Develop marketing initiatives for exhibitor and visitor participation in NMNA events. Coordinate sales initiatives to coincide with marketing presence.
- Produce monthly reports regarding expected event cash flow and event performance to budget forecasts
- Provide onsite management of all aspects of NMNA events and pavilions, including but not limited to exhibit installation & dismantlement, booth construction, staffing, registration, exhibitor

activities, special events and programs, marketing and sponsorship fulfillments, media / press activities, exhibit floor management, transportation, housing, travel, BEO fulfillment, and any additional operations associated with the NMNA event

- Work with General Services Contractor or contracted service partners to manage all aspects of pavilions, including move-in schedules, exhibitor install and dismantle, move-out, and exhibitor activities
- Act as intermediary between general contractor, venue manager, show management, and exhibitors
- Troubleshoot and solve onsite problems seamlessly
- Complete post-event tasks including reconciliation of expenses, evaluation of event and report on event results, and managing all post show surveys and communications.
- Manage NMNA corporate marketing initiatives including, but not limited to, print and online marketing, email solicitation, trade show participation, promotional material production, and social media/internet presence
- Maintain corporate and pavilion websites for NMNA and NMNA events and initiatives
- Maintain client relations database, and streamline marketing and communication software within multiple platforms.
- Ensure event financials are closed within 60 days of the close of events

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each major accountability. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the major accountabilities.

Education and/or Experience

Bachelor's degree from four-year college or university; and at least four years of related work experience in the field of event / conference management, or equivalent combination of education and/or work experience. Experience in a supervisory/ management position desired. CEM / CMP certification preferred, but not required.

Candidates should have experience working with event suppliers specific to the trade show industry as related to trade show production, most specifically GSC, Registration, Housing, Convention Centers (First and Second Tier), CVBs, Transportation and Logistics, Audio/Visual, Security, Labor, Public Relations, and Graphic Design / Copywriting / Communications.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Strong writing skills are necessary for marketing and online copy writing.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra, geometry, and statistical analysis.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills

To perform this job successfully, an individual must have an advanced level of proficiency in Microsoft Word, Outlook, and Excel. Knowledge of Adobe products including Photoshop and InDesign, and the ability to utilize applications for project management, social media, website design and management, and remote meetings is a plus.

Other Skills and Abilities

- Prioritize and plan work activities, maintain confidentiality, perform under minimal supervision and work extended/irregular hours as necessary including nights, weekends and holidays.
- Establish and maintain effective working relationships with diverse groups of people in high pressure and changing situations with a goal of having the client become or continue as a repeat customer.
- Possess advanced organizational skills. Must have strong administrative skills, particularly attention to detail and the ability to complete assigned tasks efficiently and accurately, and in a timely manner. Must be able to manage all details of a given project and see them through to the end
- Strong communication skills, both written and verbal, and be able to communicate to multiple audiences, as well as an incredible attention to detail. Given the nature of events produced, must be able to comfortably communicate with C-level executives, and high-level government representatives
- Strong customer service skills and the ability to listen and respond to a variety of requests, questions, and issues.

Core Competencies needed to succeed in this position: Strong business acumen; strategic agility; dealing with power; creative thinking; problem solving; strong leadership.

TRAVEL REQUIREMENTS

Travel for this position is estimated at 25% – 35%. Candidates must be able to travel internationally. As such, candidates must have a valid US Passport with no restrictions.