
We are looking for suitable candidates to work in our Guangzhou office as

Sales and Communications Manager (m/w/d)

CE China to increase the domestic sales and brand awareness of the show, support the sales for IFA in Berlin and all respective global IFA activities and increase the visitors flow, especially but not limited for CE China.

Key responsibilities:

The Sales and Communications Manager CE China as member of the local CE China Team and therefore part of the global IFA network will be subordinated and therefore directly support and report to the General Manager BEG/ CE China and the CE China team leader in Berlin, including but not limited to:

1.) In preparation to the trade show

- Permanent and pro-active close communication and co-work with the project team
- Establishing relevant business networks and substantial sales leads to increase the client base in coordination with the project team
- Continuous sales support
- Creating a marketing and PR plan for both exhibitor and visitor acquisition
- Planning and execution of ATL & BTL marketing campaigns and advertisement placement
- Taking care of the social media channels in China, for example WeChat etc.
- Development and production of promotional materials both in English and Chinese
- Being in charge of the event homepage in coordination with the project team
- Establish and maintain good partnership with related organizations, such as media partners, government departments, associations, retailers and buyer groups etc.
- Establish and maintain a database of existing customers, acquire new data as target databases for trade visitors and media
- Creating a journalist database, produce and distribute press releases and monitor the results
- Creating a communication strategy/guideline for CE China in close collaboration with the global PR Team
- Organizing PR activities/media communications in China and pan-Asian region in close cooperation with the global PR Team
- Acquisition of new partnerships/media cooperation and maintain the existing
- Support on registration and invitation of relevant journalists to the show
- Support on organizing media & customer events or forums with the project team or third parties
- Constant market research and analysis, monitoring of competitive environment
- Additional local support for CE China and IFA Teams

2.) During the trade show

- On-site marketing and advertising during the show – banners, signage, catalogues and others
- Taking care of the social media channels in China, for example WeChat etc.
- Support on registration and invitation of relevant journalists to the show
- Support on organizing media & customer events or forums during the show with the project team or third parties
- Planning, organizing and being in charge of interview requests, media related activities like press conferences and trade show associated events
- Support for the global PR Team, taking care of the journalists from China and pan-Asian region, creating brand awareness

3.) After the trade show

- Preparation of event summaries, stats etc. in coordination with the project team
- Creating brand awareness in close cooperation with the global PR Team
- Prearranging new sales and communication brochures
- Evaluation of advertising and media results

Qualifications / Experience Required

- University graduate with proven working experience (at least 3 years) in vs. marketing/PR management preferably in trade fair/ event industry
- established network with consumer electronics or home appliances industry or retailers, media, associations is an advantage
- Fluency in written and spoken English as well as Mandarin, knowledge in Cantonese and/or German is an advantage
- Experience/ Interest in graphic design (AI, InDesign, PS) is desirable
- Excellent organization and communication skills
- A passion for events
- Ability to handle pressure, multi-task and work within tight deadlines
- Patient, flexible, attentive to details, disciplined
- Good team player with high sense of responsibility

Does this sound like the job for you? We'd love to hear from you soon!

Application ends **Jan. 29, 2021**.

Please send your application with CV and references as well as salary expectations to:
jobs@messe-berlin.de with subject **CE-01.2021**.

Immediate availability is an advantage