

European Online Marketing Manager, easyFairs Group Headquarters, Brussels

easyFairs is modernising the world of trade shows with an exciting branded concept. We run 100+ sales-focused exhibitions per year in 15 countries and 12 languages throughout Europe and Latin America. (www.easyfairs.com)

We are looking for an internal change agent to work with 10 teams of national marketers to optimise and modernise the ways we engage with, educate, inform, and delight our communities. The **European Online Marketing Manager's** core responsibility will be to drive innovation and growth in the company's online and social media programmes in order to **increase relevant traffic flow to easyFairs' online presence and onsite at our trade shows.**

The ideal candidate is a strategic thinker who can work collaboratively to help implement programs and who has a track record that demonstrates initiative, drive and an entrepreneurial spirit.

Reporting to the Chief Marketing Officer, the **European Online Marketing Manager's** responsibilities will include:

Online and social media facilitation & promotion (internal customers)

- Coordinate pan-European online and social (business) media marketing activity
- Provide expert advice and training to regional marketing teams on online and social media technologies, methodologies and approaches
- Establish and track key metrics; report regularly on results
- Develop and promote standards and best practices
- Integrate Search Engine Optimisation into our approach

Development & leveraging of content

- Develop social media mechanisms for leveraging easyFairs' content assets
- Develop social media promotional plans for use at the national/regional level to complement existing marketing campaigns

Programme evolution

- Keep abreast of new social media methodologies, technologies, trends and best practices
- Investigate and implement new technologies, services and capabilities and/or vendor solutions that enhance social media efforts
- Apply this knowledge to optimise the use of social media at easyFairs

To succeed in this position, you will need: proven ability using online and social media including forums, blogs, podcasts, wikis, platforms and social networks; excellent interpersonal and communication skills; a desire to solve problems; flexibility and ability to work independently; the drive to respond quickly; an entrepreneurial spirit; a thorough understanding of the social media space and its potential impact on other areas of marketing; at least 3 years' experience building and nurturing online communities and/or user groups, ideally in the B2B space and a total of at least 5 years professional experience in Marketing; fluency in the English language; competence in at least one other European language is desirable as is international experience.



TIME & COST-EFFECTIVE TRADE SHOWS

Information about easyFairs®

easyFairs is Europe's leading organiser of time & cost-effective trade shows. We make it time & cost-effective for professional communities to do business face-to-face and online. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom.

easyFairs brings sales-focused trade shows to the heart of buyer markets. For further information, please visit www.easyFairs.com

Contact Details:

Aurélie Clenet

Group Marketing Assistant

Aurelie.clenet@easyFairs.com