

Social Media Marketing Evangelist

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.

We are looking for an internal change agent to work with 12 teams of national marketers to optimise and modernise the ways we engage with, educate, inform, and delight our communities. The **Social Media Marketing Evangelist's** core responsibility will be to drive innovation and growth in the company's social media programmes in order to **increase relevant traffic flow to easyFairs online websites 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 Social Media Marketing Evangelist's responsibilities will include:

- Social media facilitation & promotion (internal customers)
- Development & leveraging of content
- Programme evolution

To succeed in this position, you will need: proven ability to use online and social media; excellent interpersonal and communication skills; 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; fluency in online communications and social media tools including forums, blogs, podcasts, wikis, platforms and social networks; at least 3 years' experience building and nurturing online communities and/or user groups, ideally in the B2B space; fluency in the English language; competence in at least one other European language is desirable.

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