

MARKETING DATABASE COORDINATOR

6-12 months around January 2012

To support its central database activities, easyFairs is seeking candidates for a year-long traineeship at its headquarters in Brussels.

About easyFairs®

easyFairs is an organiser of business-to-business trade shows in Europe and Latin America. The easyFairs concept is based on rapid deployment of new shows. Our simplified format gives exhibitors a cost-effective sales platform (with a complete package available from around €2500). It also delivers an exciting but free and time-effective package of show content for visitors. The focus of these professional events is “simply doing business”.

easyFairs has offices throughout Europe and in Colombia, and currently organises shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland, and the United Kingdom. For more information visit our website www.easyFairs.com

The easyFairs® IT infrastructure

To ensure low costs, common processes, common communications and ease of deployment for new shows and countries, easyFairs relies on a standardised and centralised IT platform. The centralised platform provides the following services to all the easyFairs offices and franchisees:

- Email
- Shared storage
- Intranet site
- Internet site
- ERP (Microsoft NAVISION)
- CRM exhibitors (Microsoft NAVISION)
- CRM visitors (proprietary software based on MS Excel - Access - .Net / SQL Server)
- Email marketing (Emailvision)

The role of the Marketing Database Coordinator

The success of any given trade show begins with recruiting the right prospective exhibitors and inviting the right visitors. Thus, it is of particular importance to easyFairs to acquire, enrich, cleanse and query data about these two categories of customers. Also, in order to promote “cross-selling” between easyFairs offices, the data must be managed centrally.

The role of the Marketing Database Coordinator is

- To support data handling projects related to the visitor and exhibitor systems, and in particular to ensure the quality and accuracy of the data. This implies involvement in and/or coordination of the following tasks :
 - data formatting
 - data cleanup
 - data de-duplication
 - data qualification
 - data import / export
- To manage the relationship with external providers and to follow up on requests about data-related services (catalogue scan, data entry, data qualification, qualification enrichment, etc.)
- To support the organisation and scheduling of all data requests efficiently and on time regarding the show agenda. This will require proactively getting information from the country offices about their data status, data acquisitions and enrichment activities.
- To assist with training provided to country office teams on basic tools for cleaning, standardising and de-duplicating data before import into central databases.

Skills needed

Typical experience required:

- University degree or equivalent
- Some work experience in an operational or administrative department using diverse tools to support the business is a great plus, as well as a desire to evolve into a business with new technologies and responsibilities such as coordination of temporary staff and prioritisation, scheduling and follow-up of data-oriented projects.

Technical skills required:

- Good knowledge of MS Excel 2003
 - Daily usage including advanced filtering, knowledge of common formulas, conditional formatting, Text2Column functions
 - Desired but not required: pivot tables, writing of macros
- Basic knowledge of MS Access and VBA programming capacities is a plus.

Personal skills required:

- Ability to plan, coordinate, and solve problems
- Ability to work in a team environment, establish and maintain effective working relationships with others
- Ability to handle multiple projects simultaneously
- Ability to work with rigour and efficiency
- Ability to communicate well both orally and in writing
- Good written and spoken English (mandatory)

Contact Information

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