



Title	<i>Marketing Manager-Trade Shows</i>
Department	<i>Marketing</i>
Reports to	Vice President of Marketing
Hours	<i>8:00 am – 4:00 pm</i>

Job purpose

The Marketing and Communications Manager is responsible for developing, coordinating and overseeing all internal and external communications and for developing marketing and public relations strategies to promote awareness of and attendance at in-person tradeshows and conferences. The manager initiates and coordinates the conceptual development of major campaigns and projects; drives attendee acquisition and attendee communications activities, supports exhibits and sponsorship sales efforts; and generally oversees marketing and branding efforts for ISSA's portfolio of in-person shows. The successful candidate is highly productive, organized, deadline-oriented, proven effective at working both independently and within a team framework in a fast-paced, high-volume environment.

Duties and Responsibilities

- Conceive strategies and develop marketing plans to support the business objectives and programs of ISSA's tradeshow business unit
- Work with business unit leaders to create budgets aimed at achieving key business objectives; monitor budgets over the course of campaigns and the fiscal year
- Work with marketing team members (operations, digital, social media, creative, analytics) to develop strategic plans to maximize awareness, attendance, revenue and the attendee experience at ISSA Shows.
- Monitor key performance metrics of marketing tactics; adjust marketing mix as necessary.
- Work with designers to develop brand identity for Shows and their sub-programs
- Identify key audience segments and – working with other ISSA business units - develop brand value propositions by segment
- Lead (or commission) market research efforts to understand audience wants/needs/pain points, program preferences, channels, delivery mechanisms
- Ensure team members establish and utilize project management resources, including production schedules and quality assurance tools

Key Competencies

- Thorough understanding of traditional and emerging marketing tactics and channels
- Excellent overall communication skills
- Strong messaging and copywriting skills across popular channels – promotional, editorial, e-mail, social media, etc.
- Experience marketing shows on behalf of membership organizations and/or trade associations
- Understand print processes and can communicate effectively with print and direct mail fulfillment vendors
- Experience managing team members and implementing best practices across a dispersed team
- Ability to work with Business Intelligence department to analyze results of marketing efforts
- Proven proficiency in developing and managing budgets

- Ability to think creatively and innovatively
- Fluency in Microsoft office suite, including Excel and PowerPoint
- Familiarity with Adobe design software such as Illustrator, Photoshop, InDesign, and Dreamweaver
- Experience using project management software such as Asana
- Highly productive and versatile performer across major marketing disciplines (writing, design, strategy, client relations)
- Possesses excellent communication skills – verbal and written
- Proven effective agility and success at working in a high-volume, deadline-oriented environment
- Handles constructive criticism well and maintains focus on ultimate goals and objectives
- Is a team player and easy collaborator

Qualifications

- Bachelor's degree in marketing, communications or a related field from an accredited university
- At least 5 years professional experience in a professional Marketing or Communications environment
- Familiarity with popular business software (Outlook suite, Real Magnet, Asana project management)
- Prior experience working with associations/trade organizations beneficial, but not necessary
- Prior experience within the cleaning and/or restoration industry beneficial, but not essential

Working conditions

This position will require working standard business hours, sitting for extended periods of time, standing, and some minor lifting. This position may be required to attend annual trade show for a week which will consist of travel and overnight stay.

Direct reports

No direct reports.

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