



上海恒进展览有限公司
Shanghai Forever Exhibition Co., Ltd
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Marketing Dept. - Marketing Executive
市场部 - 市场专员

工作职能:

1. 负责展会项目的整体推广工作: 包括展会整体对外形象的制定及推广, 数据库管理及数据收集, 通过 EDM、新闻稿、媒体合作、印刷品、SEM 等各渠道对展会进行推广, 招募专业观众。
2. 负责展会项目的知名展商推广。
3. 现场管理与支持: 展商及观众采访及评语收集; 展商及观众现场调研管理; 媒体中心管理; 活动执行与支持。
4. 直接领导指派的其他任务。

职位要求:

1. 本科及以上学历, 广告学、市场营销、会展等相关专业毕业;
2. 2年以上文案、平面媒体、市场推广等相关工作经验, 有展会市场推广工作经验或授权行业工作经验者优先;
3. 具有良好的英语听说读写能力, 能够用英语完成日常交流(口语和书面), 6级;
4. 有较好的文字功底, 能完成简单的新闻稿件撰写;
5. 熟练使用 Microsoft Word, Excel, PPT 等 office 办公软件, 能运用 PPT 熟练制作各类提案;
6. 对 Adobe 系列的平面软件熟练应用 (AI, Indesign 等), 并有较好的设计审美。(优先)
7. 有良好的沟通协调能力, 良好的团队协作精神及责任感。

Responsibilities:

1. Responsible for the marketing for the exhibition project: Project master plan, includes Media partnership, database management and new data collection, EDM promotion, press release promotion, printings promotion, digital and social media promotion.
2. Responsible for the key exhibitors' promotion.
3. Onsite Management: Interview of testimonials; arranging survey for exhibitors and visitors; media centre management, Events management and support.
4. Other task assigned by line manager.

Requirements:

1. Bachelor degree or above (Major in advertising, marketing, exhibition and conferences and etc.)
2. At least 2 years' marketing experience in exhibition and conference or related industry (media)
3. Excellent spoken/written English, CET 6
4. Good writing skill for press release and relevant document
5. Computer proficiency in MS Office: Word, Excel, PPT and Outlook
6. Be familiar with Adobe design software is a plus.
7. Good team communication and coordination skills. Excellent working attitude

简历请发送至: marketing@for-expo.com

电话: 021-6468 1300/6468 1550