

Job Title: Sales Coordinator**Position Purpose**

Specific duties and responsibilities in the administration of sales programs for MFI trade shows include the following but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position.

The position will assist in some office administrative duties when needed.

Essential Duties and Responsibilities

- Provide general sales and exhibitor-related communications support for the specific brands and trade shows and assist the SM with customer support activities.
- Identify, qualify, and close US exhibitor prospects for the portfolio.
- Perform administrative tasks, including mailing functions, organizational projects, purchase orders, producing and distributing sales reports, timelines, and general record keeping.
- Maintain an effective sales database for relevant trade shows.
- Maintain an updated floor plan for relevant trade shows.
- Working in SalesLogix, tracking communications with exhibitors and following up on invoices, confirmations, deadlines, catalog orders, ancillary MFI services, and general communications.
- Contribute to identifying ideas on increasing show revenues through alternatives to booth and sponsorship sales.
- Coordination of services provided to exhibitors, attendees, and miscellaneous projects required by SM prior to and during the onsite operation of relevant trade shows.
- Address exhibitor concerns, requests, and questions prior to, during, and after the trade fair.
- Assist SM with the coordination, preparation, and execution of sales campaigns.
- Coordinate with Frankfurt and brand managers on the distribution of promotional materials.
- Develop sales programs in support of sales partners.
- Additional support functions in the daily communication, record keeping, and strategic positioning of the shows.
- Training and supervision of temporary staff

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill, and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to be present in the office.
- Ability to pass a background check and drug screening test.

Education

- Bachelor's degree in relevant studies or higher

Qualifications & Work Experience

- Excellent written and verbal communication skills.
- Proficiency in MS Office and comprehension of contact management databases
- Experience in the trade show industry is a plus

Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to work long hours on-site during shows.
- Ability to sit, stand, walk up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 25 lbs.

Work Environment

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Basic office environment
- Basic trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.