

UK office of a company promoting trade exhibitions worldwide by offering its professional expertise is looking for a **French speaking Marketing & PR executive** to join their team. You will have responsibility for marketing and PR across the company's key clients. Working closely with various business groups within different business sectors, you will be involved in building brand awareness in the UK for different International trade shows. You will report to the General manager.

This is a maternity cover starting in February for 5 months.

**ROLE:**

- Account managing existing clients
- Preparing communication and marketing action plans
- Implementing and managing marketing and PR campaigns (including direct marketing, emailing campaigns, advertising campaigns, updating the database) in the UK for the relevant Trade shows
- Negotiating budgets and advertising rates
- Dealing with the press (organising press trips, press conferences, replying to queries from journalists)
- Taking part in the general commercial development of the company: events, exhibitions and commercial presentations, prospection tools

**PROFILE:**

- Fluent French and English – both spoken and written
- Degree educated preferably in a marketing-related specialism
- **min one year proven marketing and PR experience in the UK**
- Knowledge of marketing tools such as emailing, CRM and PPC
- Excellent organisational skills and time management
- Excellent interpersonal and communication skills
- Strong analytical skills
- An excellent command of both English and French
- Ideally, experience in working with social medias
- Ability to travel internationally

**SALARY:**

£25k- £28k/pa pro-rata according to skills and experience

2 days WFH