






Junior Sales & Marketing Manager (m/f/d) Messe Duesseldorf (Canada)

-  Employment Type: **Full Time**
-  Application deadline: **May 28, 2025**
-  Preferred start date: **As soon as possible**
-  Languages: Fluency in **English and German** is a must
-  Location: Toronto, Ontario (hybrid)

Apply to: stefan.egge@germanchamber.ca with the subject line "Application Messe Duesseldorf"

Messe Duesseldorf (Canada) operates as the commercial division of the **Canadian German Chamber of Industry and Commerce (CGCIC)**, promoting strong economic ties between Canada and Germany through a dynamic team of 20+ professionals. Based in Toronto, the CGCIC supports companies on both sides of the Atlantic through a wide range of services, events, and initiatives. As part of its activities, CGCIC also holds the official mandate to represent Messe Duesseldorf GmbH in Canada. Messe Duesseldorf is one of the world's leading trade fair organizers, ranking fifth globally. Its portfolio includes approximately 44 international trade shows, of which 23 are global flagship events – particularly in machinery, as well as in medical technology, wine, and retail technology sectors.

The position is all about building strong connections between Canadian companies and the world's leading trade shows organized by Messe Duesseldorf in Germany and across the globe. As a **sales- and marketing-driven point of contact**, you'll be responsible for identifying, acquiring, and supporting Canadian exhibitors – helping them showcase their innovations on the international stage.

You'll be the **go-to person for everything related to Messe Duesseldorf shows**, ensuring a smooth flow of information for both exhibitors and visitors. **Collaboration is key**: you'll work closely with industry associations, trade media, and government bodies at the federal and provincial levels to strengthen Canada's presence at global trade fairs.

Your key duties & responsibilities:

- **Initiate, plan, manage, and execute** sales & marketing activities to promote Messe Duesseldorf worldwide
- Identify and engage potential **exhibitors and visitors** through proactive outreach via email and phone
- Organize **Canadian participation** at international trade fairs, including the coordination of group pavilions
- Build **industry-specific expertise** aligned with Messe Duesseldorf's key sectors
- Collaborate closely with **industry associations, government partners, and economic development agencies**
- Manage relationships with **trade media** and support advertising and communication strategies
- Maintain accurate and up-to-date **CRM and filing systems**

Required qualifications:

- **Fluent in English and German is a must**, with strong writing, editing, research, and communication skills in both languages
- **Bachelor's degree** in Business Administration, International Business, Marketing, or a related field
- **3+ years of experience** in sales, marketing, or business development; experience in the trade fair industry is a plus
- A **team player** with a proactive mindset, creativity, attention to detail, and a positive, service-oriented attitude
- **Self-motivated** and reliable, with the ability to work independently and meet deadlines
- Strong **interpersonal skills** and a hands-on mentality
- Proficient in **Microsoft 365**; experience with ACT or Adobe Acrobat is an asset

Apply here:

Please send your resume and cover letter by **May 28, 2025** to stefan.egge@germanchamber.ca with the subject line "Application Messe Duesseldorf"

Please note that only candidates chosen for an interview will be contacted.

FACTS:

Position: Junior Sales & Marketing Manager – Messe Duesseldorf (m/f/d)

Department: Messe Duesseldorf (Canada)

Reports to: Managing Director Messe Duesseldorf (Canada)

Estimated Start Date: As soon as possible

Work Location: Toronto, Ontario (hybrid)

Job Type: Full Time, occasional evening work

Experience: 1-3 year experience with similar responsibilities (experience with both non-profit and for-profit organizations is an asset)

Languages: Must be fluent in English and German

IMPORTANT: Must be eligible to work in Canada for at least one year