

## Montgomery Group Job Spec

**Role:** PR Officer/Manager, AidEx & Development2030

**Reports to:** Event Director

**Based at:** London, UK

**Salary:** Based on experience

### Overview of the Role

This is a unique opportunity for a mid-level PR/ Communications professional to build and execute their own campaign for AidEx and Development2030 which are part of the Montgomery Groups international event portfolio. Reporting to the Event Director and working closely with the wider event team, they will deliver a successful and wide-reaching PR Campaign to ensure the brand is recognised worldwide within the aid and development sector and the events are well attended by a high number of quality visitors.

### Overview of AidEx

AidEx is already the leading platform for professionals in humanitarian aid. Its fundamental aim is to engage the sector at every level and provide an annual forum to meet, source, supply and learn – and ultimately help improve the efficiency of aid. AidEx comprises of an exhibition, conference and awards programme, the flagship event takes place annually in Brussels and attracts 2,000 visitors and 200 companies exhibiting their products and services. There is currently a satellite event that operates annually in Kenya with potential other events to be launched in other parts of the world.

### Overview of Development2030

Development2030 is a launch event for professionals in international development. It focuses on international relations, stability and economic development. With the sector evolving in unprecedented ways and less than ten years to achieve the 2030 Sustainable Development Goals, the international community requires substantial means to reach our ambitions within this timeframe. Only by working closely together through the sharing of ideas, forming partnerships and collaborating effectively can we achieve this. Which is why this year, as AidEx celebrates its 10 Year Anniversary on 18 – 19 November 2020 in Brussels, a brand new event encompassing a conference and exhibition will be launched to run alongside it. Development2030 – Beyond Aid will offer a unique platform specifically for overseas development actors.

### Summary of Responsibilities

- Building an engaged community of relevant professionals
- Increase awareness of AidEx and Development2030 within the EU, UN, Red Cross, NGOs and other relevant organisations
- Develop relationships with key media and build a strong database of press contacts
- Build a database of Media/ Press/ Communications officers in leading NGOs and relevant organisations to ensure they are aware of and promoting the events
- Identify key interests and the most-read publications of the aid and development sectors - engage with them and secure content and editorial to promote our events
- Regularly engage with all stakeholders – exhibitors, speakers, and partners to develop content
- Write compelling press releases to be distributed throughout the year and secure and produce constant editorial of a high-standard throughout our campaigns
- Create blog posts and engaging content which tie in with the year's theme for the event websites and LinkedIn
- Manage our events social media accounts, promoting the events, sector news and key milestones throughout the campaign. Increase social media following, engagement and drive registrations

- Invite relevant press to the events. Manage the onsite press office and onsite social media campaign

### **Essential Requirements**

- Enthusiastic and self-motivated individual who can work well in a team
- Have 2-5 years PR experience
- Strong interest in current affairs and the humanitarian and international development sectors
- Strong verbal and written communication skills
- Able to work to tight deadlines and in a fast-paced environment
- Proven success at pitching stories to the media and working with journalists
- Ability to write accurate and engaging editorial, blogs and press releases to a high standard
- Strong social media experience
- Fluent in written and spoken English

### **Desirable Requirements**

- Have previous experience working for an NGO or in the humanitarian or development sector
- Have previous event PR experience/ understanding of Exhibition and Conference PR
- Fluent in French

### **About Montgomery Group**

AidEx and Development2030 are part of Montgomery Group, a family-run business which has been operating for 125 years. Montgomery Group is an independent exhibition and events company at the forefront of trade and consumer shows in Europe, Asia, Africa and the Middle East. We run sixty events in over fifteen countries, and our events span the fields of humanitarian aid, art, photography, design, food & drink, building, technology and security. Montgomery Group has an extremely loyal staff base; many of them have worked for the company for over 5 years. We are a dynamic, medium sized company. Fun to work for; you will have the opportunity to work on a market leading event without having to work within a large conglomerate. We welcome and encourage applications from everyone, including groups currently underrepresented in our workforce.

### **Apply for the role**

To apply for this role, please email your CV and a covering letter to [nicholas.rutherford@montgomerygroup.com](mailto:nicholas.rutherford@montgomerygroup.com)