

Job Description

Job Title: Exhibition Manager – US Office

Reports to: Executive Vice President

The Company

The Mack Brooks Group is a leading international exhibition/trade fair organiser and publisher of business to business events, working throughout Europe, the USA and Asia. Established in 1965 the company is privately-owned, profitable and looks to expand its activities within media including exhibitions, publishing and the internet, by both new product development and acquisition.

The Position

This position will provide the direction for one of our fastest growing US events, including executing and managing exhibit sales, budget management, marketing strategy, new business development and industry liaisons. The right candidate is motivated by challenge, driven to exceed goals, and possesses strong communication skills to sell the value of our tradeshows as well as Mack Brooks' commitment to industry issues.

Key Tasks

- Exhibit sales and sponsorship management and execution
- Sales and visitor marketing strategy development and management
- Industry promotion at association meetings and other trade events
- Establishing and meeting/exceeding exhibitor and visitor goals
- Budget management and sales reporting
- Customer service and relationship building

Skills, Knowledge, Experience:

- A minimum of 5 years of trade show organization experience with sales or marketing background preferred
- Budget development and management experience to maintain costs and drive profitability
- Very strong oral and written communication skills; comfortable with public speaking in large and small settings
- Attendee acquisition or data-building experience a plus
- Proven success rate in growing exhibit space and attendee numbers

Salary - \$70,000 - \$80,000 USD

The duties and responsibilities in this job description are intended to be indicative but not exhaustive of the responsibilities of the postholder. As Mack Brooks develops, the requirements of the job may develop and change. The postholder will be expected to adapt to these changes.