

Job Description

Job Title: Business Development Director

Reporting to: Managing Director

The Company

Situated in the heart of St Albans City Centre, opposite St Albans Abbey in a beautiful grade II listed building, Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser of business to business events. Established in 1965, the company is part of Reed Exhibitions. Reed Exhibitions (RX) is the world's leading events business, enhancing the power of face to face through data and digital tools. Every year we run over 500 events in 30 countries, bringing together over 7 million event participants worldwide. Reed Exhibitions is part of RELX Group.

Mack Brooks has been acquired by Reed Exhibitions in early 2019 and is going through an exciting integration phase. We are changing and implementing new practices, processes and systems. We value our staff and are introducing new development programs. Our office is vibrant, multi-cultural and fun. We love organising shows!

The Position

We are looking for a dynamic, experienced professional who will work with the MD and the various show / industry-leaders to drive the growth of the Mack Brooks shows, as well as wider RX business through cloning the Mack Brooks events. You will be responsible for leading strategic activities including the company's commercial strategy business development and revenue performance. This is a senior executive management position that will be instrumental in the future success of the business.

You will be responsible for driving the commercial strategy for RX MB, with its events, e.g. in the sheet metal working, airports or fastener and fixing business. You will lead strategic activities including new business identification such as new launch and expansion opportunities, managing the annual strategy review, portfolio and event strategy development and market / show-research projects. Overall, you will be part of RX global BD-community to copy and share ideas and business opportunities.

This is a fantastic opportunity for a passionate and growth-oriented individual to work with a high quality and diverse senior management team in a highly successful, market leading business in a phase of change, following being acquired just recently by RX

Key responsibilities:

- Develop commercial strategies and plans, at both company and event level, backed by data and insight to drive revenue growth
- Support the development of high quality product launch plans and facilitate initial launch phase through RX MB itself or together with other business units
- Work with central acquisition team to develop and identify acquisition targets in line with strategy (note that acquisitions leadership sits elsewhere although the incumbent of this role will be required to guide, contribute and advise.)
- Embed a growth mindset of expansion and innovation throughout the business
- Oversee competitor activity monitoring and industry trend analysis to support strategic decision making
- Take a key role in supporting and guiding the development of our insights capability, strategy and execution
- Identify and initiate strategic partnerships at both company and sector levels
- Develop and execute revenue management strategies including commercial pricing structures across the RX MB business
- Be the internal matchmaker between business units and best practices

Skills, Knowledge, Experience:

- Proven strategy business development experience including successful track record of product and business launches.
- Commercial experience in a variety of sectors at a senior level and experience in working across multiple geographies, international mindset with an appreciation of cultural differences
- Strong leadership and communication skills, able to lead and inspire teams within a matrix management environment
- Pragmatic, collaborative approach with the ability to forge strong relationships across the business easily and use influence to get things done
- A clear strategic thinker who can connect strategy to superior execution
- Experience of having led significant change within a customer-led organisation
- Highly analytical and numerate, ability to evaluate data and build insights based strategies
- Regularly looking for innovative ways to do things differently and creative thinking to situations and problems
- Solid understanding of digital media platforms and how we can use data from these platforms for insights
- High levels of organisation and planning at operational and strategic level
- A hands-on individual, closely involved in all aspects of work responsibilities

We provide:

- Excellent working hours (35 h/week: Monday - Thursday 8.30am to 4.45pm incl. 1 hr lunch, 8.30am to 4pm on Fridays incl. 1.5 hr lunch)
- 22 days holiday, rising to 25 days after 4 years' service, plus Christmas closure days in addition to the holiday entitlement
- Health care cover
- Pension
- Life Insurance
- Income Protection
- Season Ticket Loan
- Gym discount

If you would like to apply, please click the link below:

<https://reedexpo.jobs/job/business-development-director>