

Job Description

Job Title: Exhibition Manager

Reports to: Vice President, China

The Company

The Mack Brooks Group are leading exhibition/trade fair organisers and publishers within a range of engineering, transport, textiles, trade and technical sectors, working internationally including in Europe, the USA, China, South-East Asia and India. Established in 1965 the company is privately owned, profitable and looking to expand its activities in China through the growth of exhibitions, by both new product and development and acquisition. The Mack Brooks China office is situated in Shanghai and is embarking on a significant growth plan.

The Position

We are currently looking to recruit an experienced Exhibition Manager to manage, promote, administer, market and sell a major trade exhibition in China.

Key Tasks

- Overall management responsibility for the exhibition. This includes sales, marketing, promotion, administration and development of the event.
- To plan and implement advertising, marketing and PR campaigns and where necessary, production of copy and briefs.
- Liaison with design agencies, printers, translators and advertising agencies regarding promotional campaigns
- Market research
- Liaison with supporting associations, seminar organisers, contractors and venues
- Undertaking presentations to partners
- Monitoring of competitors' activities
- Database management
- Proof-reading
- Set and control revenue costs management

Skills, Knowledge, Experience:

- Comfortable in communicating in Chinese and English with stakeholders
- Successful experience of devising and managing exhibitions
- Management experience
- A proven sales and marketing background
- Ability to communicate with a wide range of organisations at a senior level
- Appreciation of the principles of direct marketing
- Computer literate
- A strong administrative flair
- An excellent attention to detail
- Strong interpersonal and organisational skills
- Ability to work to strict deadlines

The key characteristics of the right candidate will be:

- Proven intellectual, analytical, creative, with a passion for the business
- Ability to work under pressure to strict deadlines
- An outgoing personality
- A spirit of innovation, fresh ideas and energy
- A proactive approach

If you are interested in this role please submit your CV to:
daniel.shi@mackbrooks.com