



## Job Description

<b>TITLE:</b>	Director of Events & Client Services
<b>DEPARTMENT:</b>	Events
<b>LOCATION:</b>	Shenzhen World Exhibition & Convention Center, Shenzhen, China
<b>REPORTING TO:</b>	General Manager/President
<b>DIRECT REPORTS:</b>	Conference Services Manager, Event System Manager, Guest Experience team, Venue Host and Concierge team, Administrative Assistant, Special Needs Assistant

### PURPOSE:

The Director of Events & Client Services will work closely with the General Manager/President to ensure that all non-exhibition events are planned, managed and evaluated in order to meet the needs of all key stakeholders, fulfil the company's safety policies and to maximise the profitability of events within budgetary constraints.

### KEY ACCOUNTABILITIES:

- Lead and develop the team of event professionals across several disciplines, ensuring that the team is successfully and efficiently delivering against set targets
- Responsible for profit and loss across the portfolio
- Maintaining key stakeholder relationships such as local / global associations, trade bodies and government officials
- Keep a comprehensive understanding of the market in order to identify new opportunities or competitive threats
- Develop and implement event planning and management procedures
- Ensure a budget is produced for each event and control expenditure, plus recharges in accordance with the venue account procedures
- Assist the General Manager/President to produce annual department budgets
- Agree event formats with key stakeholders, ensuring a detailed CAD drawing is produced for each event
- Develop and manage effective relationships with the authorities and police
- Arrange multi planning meetings and ensure that information is effectively communicated between the client, local authority, emergency services and internal departments
- Liaise with internal departments to ensure that event revenue streams are identified and maximized
- Where required, implement and monitor Contractors' Service Level Agreements
- Produce accurate and detailed event information/operational summary for

internal distribution

- Ensure that appropriate levels of essential personnel are booked/supplied for each event and monitor their performance during the event
- During events, ensure there is a constant liaising with the client and that contact is maintained throughout the event
- Ensure that all staff and incoming production teams adhere to the venue licence conditions and Health and Safety Regulations
- Input emergency procedures and ensure all staff are competent in their execution
- Undertake de-briefs where necessary, ensure file notes are completed for each event
- Oversee the training and development of the event team
- Assist in the development and updating of departmental policies and procedures
- Undertake any other duties as assigned
- Any other reasonable duties as assigned by the General Manager/President

### **SUPERVISORY RESPONSIBILITIES**

Provides overall direction, coordination and evaluation of Shenzhen World Events & Client Services department. Carries out the full spectrum of supervisory responsibilities in accordance with SMG/SMG China's policies and applicable laws.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION AND WORK EXPERIENCE**

- Broad commercial experience across retail, hospitality and leisure sectors highly sought
- Bachelor degree in business, hospitality or related field preferred

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Effective communicator with excellent relationship management skills across all stakeholders
- An excellent knowledge of event management with at least 5 years at a senior leadership level in Event Management
- Experience of leading a team to deliver events safely, to agreed specification and in budget
- Ability to build good working relationships with local authority, event organizers, and other relevant internal and external agencies
- A high level awareness of all health & safety issues relating to both event production, public and staff safety
- Ability to interpret detailed CAD drawings and manipulate with CAD software
- Ability to problem solve within very tight timeframes
- Demonstrated knowledge of the principles and practices used in the successful management of exhibition or convention facilities of a similar description
- Ability to perform effectively under significant pressure typically associated with meeting the demands and timetables of the business events industry
- Considerable knowledge of safety regulations and other federal, state or local laws and regulations

- Strong orientation towards hospitality/customer service for the exhibition, convention and entertainment industry
- Good command of English language, both oral and written, required
- Good command of Chinese Mandarin, both oral and written, preferred

#### **COMPUTER KNOWLEDGE**

IT literate including MS Office and CAD.

#### **CERTIFICATIONS**

Must obtain all licenses or permits as required by the country, province or city.

#### **MENTAL DEMANDS**

- Ability to work independently, strong organizational skills, initiative, and creativity and flexibility
- Ability to meet hard deadlines
- Ability to multi-task and manage multiple projects

#### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit for long hours and may be required to work indoors and outdoors as required by the function. Must have the physical ability to manoeuvre around the venue at times, walking and/or standing up to 6-10 hours daily, as well as the ability to lift in excess of 50 pounds. This position may also be exposed to adverse conditions including inclement weather, noise, fumes, etc.

#### **HOURS OF WORK AND TRAVEL REQUIREMENTS:**

- Ability to work flexible hours, including nights, weekends and holidays, in addition to normal business hours
- Ability to travel for business related events and activities

**NOTE:** *The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.*