



JOB DESCRIPTION

TITLE:	Director of Exhibition Management
DEPARTMENT:	Exhibition Management
LOCATION:	Shenzhen World Exhibition & Convention Center, Shenzhen, China
REPORTING TO:	General Manager/President
DIRECT REPORTS:	Event Managers, Event Services, Exhibition & Registration Services, Logistics Coordinators

PURPOSE:

Directs all activities of the Exhibition Management Department, to manage and coordinate the delivery of all services provided by Shenzhen World and its subcontractors to exhibitions and other mass events.

KEY ACCOUNTABILITIES:

- Directs the activities of Event Managers to assure the satisfactory delivery of venue services to the various Shenzhen World events
- Meets with and directs staff and subcontractors in meetings with clients to determine their event needs in order to prepare the venue and staff to properly serve the event
- Oversees customer contact program to achieve high levels of customer satisfaction through proactive planning and scheduling of information flow
- Develops operating procedures and policies that conform to corporate standards, customized to the specific needs of the venue and consistent with the goals and objectives of the client, venue and the owner
- Oversees the billing for facilities and services in accordance with terms set forth in the license agreements
- Acts as key liaison with Sales to review events and assign personnel in a timely manner
- Maintains verbal and written communications with event customers as required
- Assists in preparing annual operating and personnel budgets and managing expenses for the Exhibition Management Department
- Develops bid specifications, renewing agreements, and managing all other related items to insure that acceptable and quality performance levels are achieved
- Participates as a representative of Shenzhen World in the activities of international and industry associations such as UFI, IAEE, etc.
- In coordination with Sales Department meet with clients early in the sales process to ensure the correct understanding of the events' needs ensuring that they are reflected in the correct booking and licensing of space

- Coordinates with the Sales Department to conduct site tours and participate in post- show wrap-ups, client events, industry meetings and trade shows, etc.
- Trains and monitors the technical and professional development of the Event Managers to meet goals of expertise growth and customer satisfaction
- Monitors effectiveness of other departments in delivering services to the various events
- Assists and implements programs relating to the coordination of delivery of service by service contractors and other external organizations
- Ensures efficient and accurate usage of computerized event and venue management systems for all users in the Exhibition Management Department
- Ensures all codes, laws, ordinances, policies, procedures, risk management, safety precautions, rules, regulations and emergency procedures are followed
- Leads weekly operation meeting with event operations and catering team to determine retail hours of operations, equipment/electrical needs and delivery of services
- Manages the use of non-licensed (public) space to maximize each customer's presence
- Performs other job-related duties as assigned

SUPERVISORY RESPONSIBILITIES:

Provides overall direction, coordination, and evaluation of the Event Managers. 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:

Bachelor's Degree in Venue Management, Marketing or Business Management.

- Minimum of five (5) years experience as show/meeting manager, contractor or venue services manager.
- Minimum of three (3) years supervisory experience over large personnel group, with proven ability to supervise effectively

KNOWLEDGE, SKILLS AND ABILITIES

- Strong, verbal, written, and interpersonal communication skills. Good command of Chinese and English in writing and speaking a must.
- Excellent problem solving and customer relations skills and ability to maintain effective client communications in pressure situations.
- Ability to negotiate event services with clients.
- Ability to determine client event needs and design programs to meet or exceed those needs.
- Proven ability to organize and prioritize effectively to meet deadlines.

COMPUTER KNOWLEDGE:

To perform this job successfully, an individual should be proficient in Microsoft Word, Excel and PowerPoint. Preferred experience includes proficiency with a venue and event management system.

CERTIFICATES, LICENSES, REGISTRATIONS:

No certifications are required.

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 may be required to work both indoors and outdoors as required by the function. Must have the physical ability to manoeuver around the venue requiring, at times, walking and /or standing up to 8-10 hours daily. The employee is regularly required to sit for long hours; type and operate offices machines; to talk and hear on the telephone. Specific vision abilities required by this job include close vision to handle contracts, other office correspondence, etc.

HOURS OF WORK AND TRAVEL REQUIREMENTS

This position will generally work standard business hours, but the candidate may be required to work off-schedule hours including holidays and weekends. Occasional travel may be required (1-2 times per year).

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.*