



JOB DESCRIPTION

TITLE:	General Manager/President
DEPARTMENT:	Administration
LOCATION:	Shenzhen World Exhibition & Convention Center, Shenzhen, China
REPORTING TO:	Shenzhen Zhaohua International Operating Company Contract Administrator
DIRECT REPORTS:	General Manager (Deputy) COO, Directors/Managers heading the Finance, Sales & Marketing, Operations, Food & Beverage and other venue departments

PURPOSE:

The General Manager/President will work closely with Zhaohua to ensure partnership and delivery at all levels. They will look for compelling, innovative ways to increase profitability and footfall to the venue. They will have accountability for the promotion and sustainable growth of the venue through creative marketing activity and sound cost and business management. They will develop and implement robust long-term strategies. Through strong leadership, they will evolve team capability, enhancing skills and performance, delivering best in practice people management and ensuring the business' position as an employer of choice.

KEY ACCOUNTABILITIES:

- Provide inspired and effective leadership across the venue
- Develops and implements venue strategy in accordance with the management contract, the Client's objectives, corporate policy and good business practice, to include the pre-opening plan for the venue and to ensure that the planned opening date is achieved
- Maintains effective and timely engagement with the Client/Contract Administrator, monitoring SMG compliance with all provisions of the services contract
- Proactively promotes the use of the venue to maximize its utilisation
- Negotiates lease agreements as determined necessary and in the best interests of the venue
- Negotiates contracts and agreements with event organisers, hosts, managers and agents. Provides final approval of all contracts and agreements with suppliers, promoters, and tenants for necessary activities and services at the venue
- Continually reviews ways of working, externally benchmarking with industry best practice to ensure the effective and efficient operation of the venue
- Establishes and maintains effective working relationships with the Client/Contract Administrator, tenants, government departments and agencies, entertainment / convention

industry, community and civic organizations to encourage continual and regular use of the venue

- Coordinates venue involvement with Convention and Visitors Bureau, as well as other appropriate destination marketing agencies
- Prepares and maintains required and necessary reports/records for the Client/Contract Administrator and for the Corporate Office
- Assures the coordination, implementation and administration of specific plans and programmes prescribed by corporate directives, to include: matters of training and development; quality assurance; energy efficiency; safety/emergency procedures, crowd control and crisis management procedures, or other areas as needed
- Provides direction for the development of the annual operating calendar, activity schedules, projections for attendance and/or revenue
- Directs the development and administers the execution of operating and marketing financial plans and documents; to include, operating revenue and expense budgets; capital expense plans and budgets
- Engages, directs and supports the leadership & broader team in a proactive and meaningful way
- Ensures effective controls in place to deliver day-to-day operational requirements; assuring the coordination of plans, programmes and events; conduct of post-event operational and financial reviews and analysis
- Oversees the Food & Beverage offering, ensuring all income streams are maximised
- Ensures the timely and effective response to directives and requests received from internal and external organisations, agencies, departments and individuals; assures and maintains the integrity of the venue and SMG in all forms of communication and engagement contacts
- Oversees and advises Human Resources on any people strategy matters such as resourcing requirements, essential functions, reward, development, employee relations
- Provides assurance that all matters related to the operation of the venue are conducted in accordance with applicable local, state and federal regulations
- Establishes and maintains effective working relationships with the tenants, employees, union representatives and the general public
- Any other reasonable duties as assigned by the Board

SUPERVISORY RESPONSIBILITIES

Charismatic, inspirational and enterprising leader with a proven track record of delivering results. 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
- Astute and financially literate with strong sales and marketing focus
- Effective communicator with excellent relationship management skills across all stakeholders to include local and international exhibition and convention organisers, entertainment promoters, association executives and other key client representatives
- Decisive and strategically adept with exacting service standards
- Graduate in business / public administration or relevant field with at least 5 years' industry experience in a senior leadership function of an exhibition or convention center

- Experience in contract negotiation, business law and purchasing procedures
- Experience working in Asia an asset

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to work with and maintain highly confidential information
- 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 event solicitation and presentation, public relations, advertising and media relations and event planning
- 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
- 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
- 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, customer service applications and venue management software.

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. This position may also be exposed to adverse conditions including inclement weather, noise, fumes, etc.

HOURS OF WORK AND TRAVEL REQUIREMENTS:

Must work flexible hours, some nights and weekends. Limited travel may be required.

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.*