MASSACHUSETTS CONVENTION CENTER AUTHORITY

SHOW DIRECTOR

(Boston Event Development Group)

SUMMARY

The Show Director is focused on managing the event lifecycle from pre-event planning through post-event close out activities. The role will oversee all aspects of event management including operational planning; marketing; partner/exhibitor/attendee communications; and post-event reporting. Additionally, the role will partner closely with the Director of Event Sales to ensure seamless communication between content, marketing and sales. Working with the Director of Business Strategy & Innovation, the role will be responsible for ensuring revenue and operational goals are met and will own the overall P&L for the event.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The Director of Business Strategy & Innovation may designate various other activities. *The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time for any reason, including reasonable accommodation.*

Event Planning Strategy

- Directly oversee marketing, operations, partnerships, technology, planning and execution of events within the portfolio.
- Conduct research (qualitative and quantitative) to keep abreast of trends across assigned portfolio of event markets and develop strategic plans accordingly.
- Attend and research competitor conferences and events to monitor and leverage customer and competitor trends.
- Develop conference direction and topics, themes, and speaker candidates.
- Develop and oversee implementation of marketing strategy for exhibitor, sponsor and attendee campaigns.
- Work closely with sales colleagues to develop strategic plans to fast-track growth and ensure revenue targets are consistently met.

Event Operations Oversight

- Maintain the event planning schedule with project developments, flagging any major diversions from the plan to sales and marketing colleagues.
- Work closely with operations team to ensure all logistical requirements are in place to for smooth onsite delivery and complete customer satisfaction.
- Oversee the annual budgeting process to ensure optimal delivery of events group and track actuals to budget monthly.
- Oversees debrief with event stakeholders and offers recommendations, after action activities and suggestions for future growth opportunities.

Staff Management and Administration

- Provide a weekly progress report and monthly strategy report to the Director of Business Strategy and Chief Strategy Officer advising on project performance, issues and blockages, new opportunities and directions.
- Plan, coordinate, direct, supervise and review the work of staff to ensure department goals are met.
- Provide or recommend staffing training, development as needed.
- Interview, hire and train direct reports as necessary.

SUPERVISORY RESPONSIBILITIES: Provides leadership to the Marketing Manager and Operations Manager, and carries out supervisory responsibilities in accordance with the organizations policies and applicable laws as directed.

SUPERVISION RECEIVED: Supervision is provided by the Director of Business Strategy & Innovation and includes training, coaching, and performance evaluations.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: 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.

A well-organized individual who is a team player and can relate to people at all levels of an organization, possesses excellent communication skills, flexibility and is committed to the MCCA's Mission.

EDUCATION/EXPERIENCE: Bachelor's Degree required. Ten (7) + years of progressively responsible experience in the events & meetings industry in an operational role. Previous experience with P&L management, launching events or as a Show Director is preferred. Trade show experience is a plus.

- Strong project management skills, organizational skills, and time-management skills
- Good organizational skills
- Ability to think big picture and develop feasible operational plans
- Strong relationship building skills and an ability to lead and influence cross-functional teams
- Comfort in dealing with ambiguity
- Excellent written and verbal communication skills

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 walk, sit or stand; use hands to finger, handle, or feel; reach with hands and arms; talk or hear. The employee must regularly lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is occasionally exposed to fumes or airborne particles and risk of electrical shock, and changes in temperature. The noise level in the work environment is usually loud due to set up and activities of events.

WORK SCHEDULE: The work schedule for this position typically fluctuates based upon the needs of a particular event or project, which would require the ability to work a flexible schedule including late nights, early mornings, long days, weekends and holidays. Travel to other MCCA facilities may be required.

DRESS CODE In order to project dignity and decorum expected by the public, appropriate dress and good grooming are expected of all employees.

To apply online please visit https://home.eease.adp.com/recruit/?id=12514541