



Account Executive - MCM Comic Con

Location: Brighton, UK

Job Profile

MCM Comic Con delivers the best in pop culture events to passionate fans across the UK.

As an Account Executive, you will have responsibility for delivering revenue and expanding the client base at the UK's largest Comic Con and memorabilia events, helping partners and exhibitors gain unique access to our passionate and influential audience, while enriching the fan experience at our shows.

Success in the role will be achieved through a combination of new business development and account management, so a successful track record in both is essential.

This role is perfect for a hard working, driven sales professional who can be completely immersed in the pop culture industry in order to identify customers and trends that will lead to sales. The goal is to build lasting, direct, intimate engagement between brands and the highly influential fans from across the country.

While driving sales and developing relationships will be your main focus, this job will require you to engage with our marketing, content and operations teams on a regular basis. You will also work closely with Event Managers to develop bespoke and innovative brand activations and partnership opportunities.

Responsibilities Include

- Exhibitor account management for small / medium sized exhibitors and onsite traders, including enforcement of terms and conditions on and off site.
- Deliver and exceed revenue targets, while always thinking of what will authentically appeal to the audience and deliver the results that our clients are looking for.
- Responsible for growing our client base to achieve retention, profitability and strong relationships.
- Develop new business pitches and proposals, working with our marketing team to deliver creative content, ideas and messaging while forecasting revenue and growth within your accounts.
- Monitor the latest industry trends, competitive environment, sponsorship climate, the big players and main issues in order to make educated recommendations regarding our sales strategy.
- Maintain well organized documentation and reports, utilize internal CRM systems and deliver world class customer service for your customers
- Collaborate extensively with our operations, sales, marketing, talent and content teams internally, as well as with our external partners and agencies, both domestically and internationally.

Required Skills and Experience

- Demonstrable success in a previous sales role is required.
- Excellent communication, negotiation and interpersonal skills.
- Experience of being the point of contact for any and all matters specific to your customers.
- Ability to communicate, present and influence at all organizational levels including executive / C-level
- Knowledge of the sales cycle, from building sales pipelines to delivering commercial results on target
- Ability to understand and sell multiple products across multiple events, with an entrepreneurial spirit.
- Organised, detail oriented, with a strong sense of ownership and passion for our brands.
- Instinctively an empathetic person who cares about our customers and meeting their needs.
- Collaborative and resourceful, willing to find creative solutions to achieve your goals.
- Able to adjust within a fast-paced work environment with unpredictable deadlines and schedules.
- Passion for pop culture and our fans

Desirable Skills and Experience

- Degree in a relevant field or equivalent business training or experience.
- Experience in sponsorship and/or media sales in the entertainment, sports, or pop culture industries.
- Professional level knowledge of Microsoft Excel, Word, and PowerPoint.

Location

This role is based in our new offices in central Brighton, UK, alongside our friends at Gamer Network, the team that brought you EGX, Eurogamer and a whole range of cool websites from across videogames.

They're also part of our ReedPOP family, so if you like working with people who love every aspect of pop culture, we've got you covered.

Apply

If this role sounds interesting and you have what we're looking for, then we'd love to hear from you.

Please email us at 'careers@mcmexpo.net' with your CV and an optional cover letter - Good luck!

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About ReedPOP:

ReedPOP is the largest producer of pop culture events in the world. We build fun on a daily basis and deliver once-in-a-lifetime experiences for fans around the globe. ReedPOP is built upon a "fan first" philosophy, a culture of creativity and an office environment that is open and collaborative. We are a kind-hearted, hard-working, fun-loving group of folks who never take ourselves too seriously. Ask us what the best parts about working at ReedPOP are and we'll quickly answer "our people and the fans." We are a boutique team with all the resources of a large global organization which provides us with the freedom to build fun new businesses and connect fans through the passions they share. Our customers include Marvel, DC Entertainment, Lucasfilm, Funko, DIRECTV, Disney, Nintendo, Image Comics, Weta Workshop, Chevrolet, Graham Crackers Comics, Valiant Entertainment and millions of fans from all over the planet. We are constantly hard at work, making things happen and always trying to deliver more than what is expected of us.

Please visit <http://www.reedpop.com> to find out more.

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About MCM Comic Con

MCM Expo is the UK's largest pop culture convention organisers. MCM events provide unique access and amazing personal experiences for consumers. We help grow every participating industry by providing direct access to passionate and engaged fans.

Please visit <https://www.mcmcentral.net> to find out more.

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Working for ReedPOP

ReedPOP wants individuals who demonstrate initiative, an inquisitive mind, an entrepreneurial spirit, a creative vision, an obsession with making things better, a passion for solving puzzles, the humility to laugh at yourself, the willingness to ask for help when you're over your head (you will be), the ability to deal (healthily) with multiple projects, tight deadlines and demanding partners. We work how we live and we apply our passion for pop culture to every aspect of what we do. We want someone who can't help but wake up at 3am thinking about improving the experience for our fans. Our culture is creative, fun, supportive, open without exception, and as with all positions at ReedPOP, the focus is on fans first, regardless of if they're in a three-piece suit or walking around with a four-foot sword made out of cardboard. At ReedPOP, we've found that positive, genuine, good-hearted people make great co-workers, so that's the type of person we hire. Bring us your creativity, personality, customer focus and enthusiasm for pop culture – we can't wait to meet you!

Please visit <http://www.reedpop.com/About/Work-For-Us/Careers> for our latest job opportunities.