



Event Director - 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 our Event Director, you will have ultimate responsibility for leading our team to deliver the full portfolio of MCM Comic Con events, ensuring that they run like a well oiled machine and deliver the best possible experiences for our fans, all while meeting the business goals of our events and the commercial goals of our partners and sponsors.

You will have the opportunity to develop, define and direct the vision for what the MCM Comic Con experience is, and enable the MCM team to buy into that vision, be at our best at all times, and ensure we deliver the best shows possible.

Responsibilities Include

- Leading a dynamic team of enthusiastic pop culture zealots who are hell-bent on delivering the best possible events for our audience of dedicated fans.
- Plan, execute, and deliver the best possible experiences for our MCM Comic Con fans while balancing the financial needs of the business.
- Manage the full P&L for the MCM event portfolio including tracking, forecasting, and reporting.
- Take a leadership role with your event managers, sales and operations teams to ensure floor plans are accurately updated and rigorous floor plan audits are carried out.
- Develop a vision and plan for the MCM brand and ensure that vision carries through to the onsite experience.
- Direct and drive sales and marketing strategies that deliver world class experiences for the MCM fans while also delivering on the financial goals of our shows.
- Ensure that all MCM events fit within the guidelines of what it means to be MCM, and that our brand is correctly positioned internally and externally for future growth.
- Balance the needs of both the fans and the exhibitor community.

Required Skills and Experience

- Demonstrable track record of working in a senior leadership role driving the conception, organisation and delivery of public-facing events.
- Successfully conceived and delivered new initiatives, while growing existing businesses or portfolios, especially in the events space.
- Experience with building strategic alliances with business communities across the industry, and in general an ability to build strong personal relationships is critical.
- Enjoy leading different and diverse teams of both direct and indirect reports, demonstrating a strong authentic leadership style with an active focus on a positive work culture.
- See the value of data and customer insights in developing new offerings, initiatives or brand extensions that will resonate with our fans.
- Driven, enthusiastic and well organised, while demonstrating a can-do, no fuss attitude.
- Strong ability to organise and prioritise a demanding workload, and ability to multitask.
- The ability to work in a fast-paced environment and remain calm when under pressure.
- Ability to embrace change, with a confident common sense approach to problem solving.

Desirable Skills and Experience

- Education to degree level, ideally in a relevant subject, would be welcome but not vital.
- A demonstrable passion for pop culture in all its forms will be an vital part of your application.
- General computer literacy, including spreadsheets in particular would really help, as would some knowledge of any floor planning, online sales or marketing tools and systems.

Location

This role is based at our office in central Brighton, UK, alongside our friends at Gamer Network, the team that brought you EGX, Eurogamer and a whole bunch of cool websites about video games.

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.