



## **Senior Sales Manager - 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 Senior Sales Manager, you will have responsibility for managing the sales team of the UK's largest comic con and memorabilia events, helping our partners and exhibitors gain unique access to our passionate and influential audience, while enriching the fan experience at our shows.

The role will involve working with our leadership team to devise new approaches for sales growth and increasing our client base, including collaboration with marketing, talent and content leaders.

The successful candidate will embrace entrepreneurial spirit, demonstrating a track record that includes both personal sales success as well as results-driven commercial team management. This is perfect for an experienced, professional sales leader, immersed in the pop culture industry, who can identify customers and trends, while keeping in mind the balance of commercial goals with audience enjoyment.

### **Responsibilities Include**

- Direct and inspire your sales team, including managing the team reporting process, to drive commercial performance and sales growth.
- Deliver and exceed revenue targets, while leading the team to hit specific activity goals.
- Oversee inventory of booths, advertising, sponsorships and more.
- Take the lead building intimate engagement between brands and our highly influential fans.
- Proactively monitor the latest industry trends, competitive environment, sponsorship climate, the big players and main issues to make educated recommendations regarding our sales strategy.
- Develop new sales tools and innovative programs that will drive increases in sales and retention.
- Innovate, always thinking of what will authentically appeal to the audience while also delivering the results that our clients are looking for.
- 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 track record of leading teams and delivering sales success in a relevant role.
- Excellent communication, negotiation and interpersonal skills
- Experience in delivering client-focused solutions based on customer needs
- Ability to communicate, present and influence at all levels including to senior and C-level
- Organised, detail oriented, with a strong sense of ownership and passion for our brands.
- Empathetic, positive as a leader, and cares about our teams, exhibitors and fans.
- 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.
- Professional knowledge of Microsoft Excel, Word, and PowerPoint.
- Knowledge of Salesforce or other CRM system.
- Experience of sponsorship and/or media sales specifically in entertainment or sports events.
- Extensive knowledge of the pop culture industry and relevant business contacts.

## **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](mailto:careers@mcmexpo.net)' with your CV and an optional cover letter - Good luck!

=====

### **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.

=====

### **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.

=====

### **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.