

Brand Director – UK Office

easyFairs is modernising the world of trade shows with an exciting branded concept. We run 100+ sales-focused exhibitions per year in 15 countries and 11 languages throughout Europe and Latin America.

The recent acquisition of StocExpo has presented a number of exciting challenges and opportunities for easyFairs.

Reporting to the Managing Director of the UK office, the **Brand Director** has responsibility for the success of the portfolio of exhibitions with an objective to grow the portfolio by devising and implementing a strategic plan. The core responsibilities include management of a small, high performing team to deliver sales target and visitor numbers, budget control and identifying new business opportunities.

The successful export of StocExpo into new geographical markets is key, as well as others within the easyFairs portfolio.

Key Accountabilities

- Support the MD in developing and implementing business strategy, planning and pricing policy and driving growth, excellent customer value and quality editorial content across the exhibition portfolio.
- Manage a small team, defining sales / revenue / visitor targets and performance objectives across team and ensuring these are met. Recruitment of additional team resources where required.
- Effectively manage customer relationships with critical/key and strategically important customer base and act as a point of escalation for resolving customer issues.
- Ensure customer service standards are maintained across the event team.
- Responsible for P&L for the events and regularly reports progress against the revenue and cost budgets.
- Execute business strategy, plans and pricing policy for the exhibitions that optimises yield return, setting targets and objectives for team to ensure business goals are achieved.
- Build strong, loyal customer relationships at a senior level within key customers, developing extensive knowledge of their businesses.
- Create and deliver value marketing strategies by customer sector to build long term high value relationships.
- Continually review customer needs, identifying business development opportunities and developing new products to meet these.
- Work with team to build marketing plans and budgets to support sales / business strategies, lead generation activity and revenue goals.
- Ensure that key relationships with Media & Associations flourish and are maintained at a high level.
- Work closely with Operations Team to ensure operational and logistical aspects of the show underpin and support the strategic aims of the Event.



TIME & COST-EFFECTIVE TRADE SHOWS

Information about easyFairs®

easyFairs is Europe's leading organiser of time & cost-effective trade shows. We make it time & cost-effective for professional communities to do business face-to-face and online. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom.

easyFairs brings sales-focused trade shows to the heart of buyer markets. For further information, please visit www.easyFairs.com

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