

Director of Events

Location: Toronto, ON

Company: Newcom Media

Position Type: Full-Time

Please send resume to: jdoucet@pivotalolutions.com

About Newcom Media

Family owned and operated for almost 40 years, Newcom Media is one of Canada's premier B2B media companies delivering information and marketing services to six industries through magazines, websites, trade shows, and events.

Newcom's Events currently produces four large scale tradeshow per year in three industries as well as multiple conferences in Canada and one in the U.S.

We are currently seeking a dynamic and entrepreneurial **Director of Events** to lead and grow our events division. This is an exciting opportunity for a strategic leader who thrives in a fast-paced environment and is passionate about building successful event experiences while driving business growth.

Position Overview

Reporting to the President, the Director of Events will oversee the strategic planning, execution, and growth of Newcom Media's events portfolio. This individual will lead a team of ten and work cross-functionally with sales, marketing, operations and shared services teams to deliver high-quality, commercially successful events.

The ideal candidate will bring a combination of event leadership, business development, sales, marketing, and communications experience, along with a proven ability to identify growth opportunities through acquisitions, partnerships, and launching new events.

This role is ideal for someone who is both strategic and hands-on — capable of leading teams, driving innovation, and building strong relationships across industries and stakeholders.

Key Responsibilities

Event Strategy & Growth

- Lead the strategic direction and growth of Newcom Media's event portfolio

- Identify opportunities to expand the division through acquisitions, partnerships, and the launch of new events
- Develop long-term event growth strategies aligned with company goals and market opportunities
- Evaluate industry trends and competitive landscapes to identify new revenue opportunities

Leadership & Team Management

- Lead, mentor, and support a team of show managers, sales, ops, and marketing staff
- Foster a collaborative, high-performing, and customer-focused team culture
- Provide guidance, coaching, and professional development opportunities for team members
- Oversee workload prioritization, project execution, and team performance

Event Planning & Execution

- Oversee the planning and execution of trade shows, conferences, and industry events from concept through completion
- Ensure all events are delivered on time, within budget, and aligned with business objectives
- Collaborate with internal departments including sales, marketing, editorial, and operations to ensure successful event delivery
- Oversee exhibitor, sponsor, speaker, and attendee experiences to ensure exceptional event quality

Sales, Marketing & Communications

- Partner closely with sales and marketing teams to maximize sponsorship, exhibitor, and attendee growth
- Contribute to marketing strategies, event branding, promotional campaigns, and audience engagement initiatives
- Build and maintain strong relationships with exhibitors, sponsors, vendors, and industry partners
- Support revenue generation initiatives and contribute to overall event profitability

Operations & Financial Management

- Oversee event budgets, forecasting, and financial performance
- Monitor event KPIs and provide post-event analysis and reporting
- Ensure operational excellence across all event logistics, vendor management, and attendee experiences

- Drive continuous improvement initiatives to enhance operational efficiency and event effectiveness

Qualifications

- 10+years of progressive experience within the events industry
- Proven experience managing trade shows, conferences, or large-scale events
- Strong leadership experience managing and developing teams
- Combination of event management, sales, marketing, and communications experience
- Demonstrated ability to grow business lines, launch new initiatives, or support acquisitions
- Strong project management, organizational, and problem-solving skills
- Excellent communication, relationship-building, and stakeholder management abilities
- Entrepreneurial mindset with strong business acumen
- Ability to thrive in a fast-paced, collaborative environment

Preferred Experience

- Experience within B2B publishing, media, or tradeshow environments
- Experience managing event P&Ls and revenue-focused initiatives
- Strong understanding of exhibitor, sponsor, and attendee engagement strategies

Why Join Newcom Media?

- Join a respected, family-owned Canadian organization with a long-standing reputation for excellence
- Opportunity to make a significant impact on a growing events division
- Collaborative and entrepreneurial work environment
- Work alongside passionate industry professionals
- Competitive compensation package and growth opportunities

If you are a strategic event leader looking to take the next step in your career with a highly respected organization, we would love to hear from you.

Accessibility & Equal Opportunity Statement

Newcom Media is an equal opportunity employer committed to fostering an inclusive, accessible, and diverse workplace. We welcome applications from all qualified individuals, including those from underrepresented groups.

In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), accommodations are available upon request for candidates participating in all aspects of the recruitment and selection process. If you require accommodation, please notify us and we will work with you to meet your needs.

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We thank all applicants for their interest; however, only those selected for an interview will be contacted.

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