

Position Description

Position title:	Event Development Manager	**Team:**	Major Events
Division:	Tātaki Auckland Unlimited	**Reports to:**	Group Manager - Prospecting and Investment Partnerships
Department:	Destination	**Direct reports:**	Nil
Unit:	Major Events	**Indirect reports:**	Nil

Our commitment to te ao Māori

We honour Te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori. You participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework – Kia ora Tāmaki Makaurau.

Role Purpose

Tātaki Auckland Unlimited's event investment programmes support event organisers to deliver world-class events that drive sustainable economic growth, showcase Auckland's unique identity, and make it a vibrant and interesting region where people love to live, work and visit.

The key purpose of this role is managing a portfolio of event partnerships to identify and execute opportunities to meet the objectives of Auckland's Major Events Strategy.

You will work in with event partners to:

- identify growth opportunities and develop long-term plans for their events.
- negotiate contract terms to ensure the benefits are realised.
- identify and negotiate revenue generating commercial rights and benefits for TAU.
- work with the commercial partnerships team to ensure commercial obligations are fulfilled.
- identify and execute leverage opportunities to further enhance the benefits that the event generates for the region.

Strategy and Planning

- Assess major event proposals (including cost benefit analysis and economic impact assessment) to determine their potential benefits and strategic fit with Auckland's Major Event Strategy
- Support the development of investment cases for major event investment.

Tātaki Auckland Unlimited

AUCKLAND TĀMAKI MAKAURAU

Key responsibilities	• Take a strategic approach to assessing event proposals to identify the full range of costs and benefits, risks and mitigations. • Provide advice and support to external major event organisers and the wider Major Events team on commercial opportunities and their viability. • Support the development and implementation of Major Event strategic planning and policy. **Corporate Partnerships** • Contract drafting and management, including creation of appropriate contractual KPIs and milestones and monitoring of performance against these. • Ensure the major deliverables for their portfolio of events are achieved effectively and realised in accordance with overall event objectives and the major events strategy. • Develop and maintain productive relationships with stakeholders, suppliers, consultants, and colleagues to ensure programme and organisational objectives are progressed. **Operational management** • Proactively create, execute, and report against project plans. • Financial management, including accurate phasing and reporting of spend. **Organisational Obligations** • Action the organisation's good employer obligations and equal employment bicultural policies and practices. • As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function. • Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures. • Promote activities and initiatives that assist the organisation achieve its vision and mission. • Promote one-organisation initiatives and action these service characteristics. • As an employee of the organisation, you are required to familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation's Code of Conduct.
 **Outcomes**	• Events are developed in line with strategic objectives. • Contractual obligations with commercial partners are met and exceeded. • Incremental growth is achieved on the portfolio's key economic and social measures. • Leverage activity is identified and delivered to a high standard and on-budget. • The quality and expertise of Auckland's events industry is improved, resulting in an enhanced event experience. • Relationships with stakeholders are enhanced. • You can pronounce and use basic te reo Māori in emails, meetings, and conversations. You understand, demonstrate and value the use of tikanga where appropriate.
 **Key skills**	• Commercial acumen and ability to negotiate commercial rights and benefits. • Demonstrated ability to develop and maintain strong relationships with internal and external stakeholders. • Highly competent in influencing, advocacy, and negotiation skills. • Excellent person communication skills, including demonstrated ability to use discretion and diplomacy when working in a highly political environment. • An ability to act decisively and quickly to maximise the benefits presented by an opportunity. • Possesses excellent written and oral communication skills, including the ability to research, prepare and deliver correspondence and reports. • High level of problem solving and decision-making skills, using professional judgement.

Job requirements	**Qualifications** • Tertiary qualification in project or event management or similar **Experience** • 5 years' experience designing and/or delivering major events. • Experience managing commercial partnerships. • Experience negotiating commercial rights and benefits. • Local government and private sector experience advantageous	
Key Relationships	**Internal** • Tātaki Auckland Unlimited Rōpu • Marketing • Communications	**External** • Events Industry • Local Boards • Council organisations • Business Associations • Commercial sponsors

Disclaimer
The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:	Version date:

	Job function:	Job family:	Job:	DFA
Job framework				**Budgeted:** • Opex: • Capex: **Unbudgeted:** • Opex: • Capex: