



Position Description

Position title:	Event Manager Major Events Delivery	Team:	Major Events
Division:	Tātaki Auckland Unlimited	Reports to:	Group Manager, Major Events
Department:	Destination	Direct reports:	
Unit:	Major Events	Indirect reports:	N/a
 <p>Our commitment to te ao Māori</p>	<p>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.</p>		
 <p>Role Purpose</p>	<p>The key purpose of the role is to manage and support the delivery of TAU Cultural festivals and events across Tāmaki Makaurau, Auckland.</p> <p>The Event Manager works with the Group Manager Major Events in the concept development, pre-planning and delivery phase of key cultural festivals and events. The scope of the work is primarily focused on, but not limited to the following:</p> <ul style="list-style-type: none"> • Work alongside other TAU Event Managers within the Destination rōpū to ensure continuity and consistency of delivery of other Cultural festivals and events • Work closely with other regional events being delivered to maintain healthy levels of workforce numbers • Working alongside the Tātaki Auckland Unlimited (TAU) multi-faceted teams to ensure best practice and a consistent and standardised approach is applied to meet compliance, regulations and other pre-planning and operational obligations • Manage any contractual agreements and obligations, financial budgets to ensure seamless event delivery and achievement of the agreed KPIs <p>This challenging and exciting management role will suit someone who is highly organised and detail-oriented, with strong communication and leadership skills. They will be motivated, experienced, and able to work effectively under pressure in a dynamic environment.</p>		



Key responsibilities

Event and Festival Delivery

- Manage and oversee the logistics for cultural festivals and other regional events, ensuring seamless application, from planning to festival delivery
- Collaborate and work closely with TAU Major Event Facilitation teams to ensure festival compliance across all relevant legislation, industry standards, regulations and health and safety protocols
- Using Asana as the primary project management tool, manage the festival project teams key milestones and outcomes for successful delivery
- Manage all aspects of festival event set-up operations, delivery and pack-down
- Working with each relevant team, develop and manage event schedules, event operation plans, ensuring all elements are delivered on time and to best practise.
- Plan and implement festival workforce to ensure adequate staffing, volunteer and crew welfare throughout the festival lifecycle
- Ensure event design integrates sustainability measures/initiatives

Financial

- Ensure festival event budgets are accurate, up to date and reconciled accurately to ensure festivals are on-budget.
- Monitor financial aspects pertaining to delivery of major events to ensure they stay within budget
- Identify potential cost-saving strategies and opportunities
- Work with external contract/suppliers to ensure correct vendor set up, and accurate quotes that meet internal process requirements
- Work with TAU funding team to identify external funding sources
- Support charitable trust applications to offset operational costs

Stakeholder Management

- Build and maintain key relationships with internal and external stakeholders to ensure effective, efficient and timely communication and engagement throughout all cultural festival pre-planning and delivery phases
- Maintain positive and productive relationships with external stakeholders, suppliers, consultants, and internal TAU colleagues to ensure programme and organisational objectives are progressed
- Collaborate with community groups, sponsors, iwi, government entities, media and key event and festival partners to ensure alignment with all major events
- With the Group Manager Major Events, manage any cultural and community expectations by regular communications
- Provide end of event reporting including key learnings on the event and festivals worked on. Collate and expand on each of the findings working with internal data research teams.
- Manage regular meetings with cultural festival teams, internally and externally, to ensure smooth coordination and continuity of information/data is maintained.
- Work with key stakeholders on any proposed additional programmed activity.
- Line management of commercial, marcomms and operations managers

Marketing and Communications

- Collaborate with marketing and communications teams across traditional and digital channels to meet event, festival or TAU deliverable, deadline dates objectives.
- Assist marketing managers to drive audience engagement through targeted marketing campaigns that resonate with the diverse communities involved.
- Ensure timely delivery of marketing and communications plans to build awareness and drive participation in events.

Risk, Health & Safety

- Identify all potential risks associated with TAU cultural festivals and other regional events, including health, safety, financial, and reputational risks.
- Working alongside the Group Manager ME, develop contingency plans, to address potential issues or red flags, ensuring minimal disruption to event delivery.
- Work on compliance with health and safety regulations, including coordinating with internal and external teams to meet all legal requirements.
- Be familiar with the event escalation and emergency management plans, and OSOC (On-Site Operations Center).

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.



Key skills

Key Skills


- Proven ability to build strong relationships quickly with internal and external stakeholders
- Demonstrated ability to work effectively and collaboratively with internal and external stakeholders, including the ability to negotiate on behalf of Tātaki Auckland Unlimited.
- Financial and commercial acumen
- Strong project management skills with the ability to manage multiple tasks simultaneously, meet deadlines and stay within budget, with a high attention to detail.
- The ability to identify risks and opportunities as well as develop and implement risk management frameworks in an event or festival environment
- Contract management.
- Excellent communication skills, including demonstrated ability to use discretion and diplomacy when working in a highly political environment.
- High level of problem-solving skills with the ability to think creatively and develop innovative solutions to complex issues.
- An ability to act decisively and quickly to maximise the benefits presented by an opportunity.
- Possesses excellent written skills including the ability to research, prepare and deliver correspondence, reports and presentations.
- The ability to work collaboratively with cross-functional teams, share information to enable better solutions and involve others in decisions affecting them
- 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.
- The ability to work under pressure and tight deadlines with a flexible and adaptable approach

 Job requirements	Attributes <ul style="list-style-type: none"> A passion for festival & events delivery, culture, creativity and community 	
	Experience <ul style="list-style-type: none"> Minimum 5 years' experience in a relevant festival/event delivery role Strong knowledge of health and safety, security and risk regulations and protocols related to major events. Evidenced leadership skills to communicate and lead the internal and external festival delivery team Relevant event management qualification/s. Understanding Te Ao Māori and Tikanga Māori principles and protocols would be advantageous. Strategy design or implementation experience Qualifications <ul style="list-style-type: none"> Tertiary qualification in business or commerce or equivalent major event project management experience essential. 	
 Key Relationships	Internal <ul style="list-style-type: none"> Tātaki Auckland Unlimited Major Events team Auckland Council & Council Controlled Organisations 	External <ul style="list-style-type: none"> Event Owners Event Promoters Key Suppliers Public & private sector departments Industry & sector partners Investors & funding partners Central government

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:
Michelle Hooper	12 June 2025

 Job framework	Job function:	Job family:	Job:	DFA
				Budgeted: <ul style="list-style-type: none"> Opex: Unbudgeted: <ul style="list-style-type: none"> Opex: