

PART A: JOB SCORECARD SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to Wellington Regional Economic Development Agency (WellingtonNZ) and to their own success.

Name of role:	Event Development & Sales Manager
Business Unit:	Venues Wellington
Who reports to:	GM Events & Experiences
Direct reports:	Business Events Senior BDM, Performance Events Manager, Event & Sales coordinator
Date:	May 2019
Purpose of the job:	<p>The Event Development & Sales Manager provides leadership and direction to the team responsible for performance events development, attraction and ticketing, and business events sales activities.</p> <p>The Event Development & Sales Manager is responsible for leading, developing and driving the venues Business Events sales team and Performance Events team to ensure that Venues Wellington optimises the commercial utilisation of the venues under its management, keeps a compelling market position with hires and audiences, as well as developing and securing new business leads.</p> <p>The Event Development & Sales Manager is responsible for developing and overseeing the implementation of the Wellington venues sales strategy for both business and performance events</p>

PART B: JOB SCORECARD DESCRIPTION

Key responsibilities: Specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/ Tasks
Strategy Development and Planning	<ul style="list-style-type: none"> Take ownership of strategic planning, development and management of all of Venues Wellington Business Events sales activities, ensuring all plans align to the needs of target audiences, business units, partners and stakeholders Develop an annual Performance Event acquisition plan to maximise the utilisation rate of the Venues portfolio targeting and surpassing the budgeted venues utilisation rate. In doing this maximise commercial yield, and usage levels whilst respecting the need for community use

	<ul style="list-style-type: none"> • Provide a sales channel for community users to utilise venues when commercial demand leaves capacity • Develop sales processes that maximises repeat customer opportunities • Continually review and manage the sales pipeline to enable and assist with financial planning and forecasting for venues as a part of Venues Wellington • Work with the Business Events team to identify new opportunities for collaboration, growing the venues business and delivering positive economic impact to Wellington.
Commercial Performance	<ul style="list-style-type: none"> • Responsible for achieving budget revenues across the Venues portfolio through the leadership of the sales team in business and performance events • Promote through the sales team the maximum take-up by clients of purchasable add-ons such as technical support services and catering • Oversee the management of the content acquisition budget to drive the acquisition of new performance events and drive increased commercial returns.
Leadership	<ul style="list-style-type: none"> • Proactively support the end goals of the business unit and organisation • Contribute to a preferred organisational and team culture • Maintain high levels of motivation, service standards, value for money, and continuous improvement. • Role-model WellingtonNZ's values and behaviours across WellingtonNZ and with stakeholders.
People Management	<ul style="list-style-type: none"> • Provide leadership at the team level and in support of the GM Events & Experiences • Ensure the team are fully trained and adequately skilled for the tasks expected of them and understand relevant policies and guidelines • Create a positive team environment that motivates individuals and the team • Develop the capability of staff through mentoring and coaching to improve performance • Monitor the performance and workload of the team • Responsible for hiring, supporting, leading and the ongoing management of the team • Effectively manage performance of staff, contractors/consultants to ensure performance requirements are met.
Stakeholder Management	<ul style="list-style-type: none"> • Maintain both formal and informal relationships with key stakeholders and commercial partners

	<ul style="list-style-type: none"> Actively identify new businesses Venues Wellington should have a relationship with and prepare pitches for new and existing partners Lead high-level relationship management between Venues Wellington venues and major hirers and other relevant city and national organisations.
Budget Management	<ul style="list-style-type: none"> Manage annual sales activity budget Manage the content acquisition budget Deliver on agreed business plan outcomes.
Health, safety and compliance	<ul style="list-style-type: none"> Take an active role in identifying and mitigating any health and safety risks to yourself and others. While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others. Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance. Report any potential hazards or risks to health and safety or the environment as soon as possible and take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
WellingtonNZ collaboration	<ul style="list-style-type: none"> Maintain a "WellingtonNZ-wide" perspective with all work. Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required. Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects. Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.

Job outcomes: Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
To be determined with your manager.	

Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Technical Ability and Experience	To be determined with your manager.
Communication	Communicates information clearly, adjusting the way they communicate to suit the intended audience.
Relationship Management/ Customer Focus	Proactively has an awareness of and acts to consistently meet customer/ client needs.
Work Organisation	Effectively organises all aspects of work in order to achieve high quality and timely output.
Initiative Analysis & Problem Solving	Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.
Teamwork	Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.
Leadership	<p>Creating a vision:</p> <ul style="list-style-type: none"> • Being a champion for making the Wellington region wildly famous • Inspiring others to be creative and bring their wild ideas to work • Staying alert to shifts in the strategic context • Demonstrating adaptable leadership and taking action when required
	<p>Leading with purpose:</p> <ul style="list-style-type: none"> • Developing meaningful goals that align to our strategic priorities • Showing passion and commitment to our strategic goals • Creating an environment where people can thrive professionally and personally • Investing in capability and growing successors
	<p>Building an awesome team:</p> <ul style="list-style-type: none"> • Facilitating an aligned stakeholder community • Leading others through intent -based leadership • Focusing on individual strengths and growing capability through trust and empowerment
	<p>Making things happen:</p> <ul style="list-style-type: none"> • Creating an environment that inspires high performance and achieves our organisational goals • Considering the long-term impacts and big picture when making decisions

	<ul style="list-style-type: none"> Advocating for resources and removing barriers to our performance Encouraging a learning mind-set to ensure we continuously improve Making time for fun
	<p>Being authentic and inclusive:</p> <ul style="list-style-type: none"> Model our cultural behaviours and values Leading with integrity to build trust and commitment Having difficult conversations with empathy Showing vulnerability by sharing your stories Creating an inclusive environment where people want to come to work

Values: Our purpose & values which bring to life WellingtonNZ's aspired culture.

Our purpose	Our organisational values	Our culture
<p>To make the Wellington region wildly famous</p>	<p>Do it together Dare to be different Show the passion Find the fun Focus on the customer</p>	<p>Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth</p>