



Job description

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| Title | Event Development Manager |
| Number | 4SE218 |
| Group | Community Services |
| Division | Venues & Events |
| Reports to | Manager: Venues & Events |
| Direct reports | Event Development Coordinator, Event Project Manager |
| Date | [Date the position description finalised/issued] |

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

Job purpose

The primary purpose of this role is to manage and deliver TCC’s Event Funding Framework (EFF). Recognising and executing opportunities to leverage and provide legacy to maximize the return on city’s event investment. Contribute to delivering on the Event strategy identifying event development opportunities and attract targeted events to the city, leading on event bids and attraction proposals.

Key outcomes

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| The Event Development Team has strong and effective leadership. | <ul style="list-style-type: none"> • Provide leadership, support and development for your team • Effectively lead the team to deliver on the agreed outcomes. • Demonstrate a strong customer service ethic and set clear expectations for your team to deliver outstanding customer service. |
| The Event Development Team cultivates relationships that are trusted, sustainable and effective. | <ul style="list-style-type: none"> • Build and maintain strong strategic relationships with key external stakeholders including iwi, international and national event organisers, promoters and sporting bodies, TCC CCO, relevant sector bodies, other Councils, other funding bodies central government agencies, service providers, contractors, media, and the wider community organisations. • Maintain high-quality, collaborative working relationships with internal stakeholders. Ensuring effective |

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| | <p>communication and regular reporting detailing and resolving any risks, issues and opportunities.</p> <ul style="list-style-type: none"> • Provide advocacy support for local events organizers at a regional and national level. |
| <p>The Event Funding Framework delivers on the Event Strategy goals.</p> | <ul style="list-style-type: none"> • Manage all aspects of the operation of TCC's Event Funding Framework (EFF) ensuring the objectives and outcomes are clearly linked to the city's strategic event goals. • The Event Funding Framework is simple, fair easy to understand and use with robust systems and processes are in place for the seamless and timely delivery. • Facilitate reporting on the Event Economics or other analysis tools to measure the success of the EFF investments. |
| <p>Tauranga has a reputation as a premier location for major events.</p> | <ul style="list-style-type: none"> • Take the lead on attracting and supporting events to be developed in Tauranga, and opportunities to enhance the city's reputation as premier location for major events. • Lead on event bids for the city, working in partnership with key stakeholders to present a viable proposal. • Identify opportunities for events to be attracted to and developed in Tauranga, facilitating the key stakeholders required to explore the viability of the event. • Drive and grow the event profile of Tauranga ensuring it is recognized as a premier destination for events. |
| <p>Tauranga City Councils investment in events is maximised through meaningful leverage and legacy activity.</p> | <ul style="list-style-type: none"> • Identify, negotiate, and lead the implementation of leverage and legacy activations and initiatives, to maximise the city's return on investment in events to ensure they are achieving social and economic outcomes to the community. • Support event organizers in announcement and promotion of the major and legacy events and ensuring TCC's contribution is recognized appropriately. |

The job description is not an exhaustive list of requirements, the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential

- A tertiary degree qualification in event management, entertainment venue management, business, communications, marketing or similar, or equivalent level of relevant industry experience.
- Substantial knowledge of event management, planning and delivery with proven experience in a similar role.
- Established networks and contacts in the venues and/or events industry
- Outstanding interpersonal, communication, engagement and presentation skills, with the ability to persuade, influence and build effective working relationships with internal and external stakeholders.
- Local and/or central Government experience, or experience in a similarly complex operating environment.

Here to make Tauranga better



WHANAKE TE TAI

Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections