

JOB DESCRIPTION

Manager Events

ROLE TITLE	Manager Events
SECTION/DIVISION:	Marketing Services Division, Events
REPORTS TO:	Director Marketing Services
DIRECT REPORTS (FTE):	11
INDIRECT REPORTS (FTE):	1
PRIMARY PURPOSE OF THE ROLE:	<p>Lead and deliver a successful and seamless events service which supports University objectives and goals and promotes the University's brand.</p> <p>The role leads and implements a culture of excellence in the provision of an annual plan of events, builds capability, provides strategic and operational direction for event planning and delivery for domestic and international events that are significant, large or high profile. This is undertaken in close collaboration with other External Engagement Division units, e.g. Marketing Services Advisory, Development & Alumni Relations Office (DARO), and Schools' Liaison Office.</p>
ACCOUNTABILITIES:	<p>Contribute to Marketing Services Division strategic and business planning processes and translate the strategy into meaningful operational and service delivery plans, and goals and objectives for the Events Service activity.</p> <p>Lead the planning and development of an annual plan of events for the University in collaboration with External Engagement Division and key stakeholders ensuring scheduled and ad hoc events are effectively integrated.</p> <p>Deliver on time/on budget events. Oversee and undertake a variety of financial related activities such as prepare event budgets, track expenditure against budgets; raise potential variances to clients in a timely manner; report on the reconciliation of actual income/expenditure against budget, determine priority spends, meet expected financial targets.</p> <p>In collaboration with Marketing Services Advisory and the Divisional/ Departmental event owner assist with determining specific event objectives, intended audience and scope. Develop and prepare event briefs, project plans, debrief documents, risk assessments, scheduling, health and safety plans and reporting documents.</p> <p>Collaborate with various stakeholders and service providers to lead and manage event requirements. Coordinate with all interested parties to ensure that event sponsor(s) or partner requirements are delivered in accordance with agreements.</p> <p>Ensure utilisation of University preferred suppliers and adherence to procurement procedures and protocols. Manage and oversee all contracts with external providers. Secure cost effective rates; negotiate and manage agreements; ensure external services meet quality and brand expectations.</p> <p>Oversee and deliver on-site event management such as: set up/down and logistics; troubleshooting/issue resolution; task allocation and staffing plan.</p> <p>Establish a mechanism for post event analysis and assessment. Implement evidence-based performance measures, feedback collection and reports to assess event performance, effectiveness and customer satisfaction.</p> <p>Routinely review processes to identify additional service requirements or service shortfalls; deliver innovative solutions to maximise service delivery, customer satisfaction and efficiency; initiate and implement improvements.</p> <p>Maximise use of University venues and resources by identifying available periods in the scheduled event calendar, and promoting the event service and University facilities to external users.</p>

Engage effectively with External Engagement Division units and key stakeholders to ensure that all parties are able to fulfil client event deliverables. Develop best practice resources and materials for planning and running major events; and provide resources and guidelines for University units/departments to effectively and efficiently run their own small events.

Oversee the delivery of professional event administration before, during and post event including: maintenance of accurate records, files and databases; identifying and utilising appropriate event management systems; monitoring, reporting and updating on event progress, risks and activities.

Manage, develop, analyse and review a variety of event proposals, progress reports and post-event analysis and recommendations to assist with decision making, monitoring event progress, and continuous improvement activities.

Supervise and manage a team to achieve operational outcomes. Manage the day-to-day work activities of the team, including timelines, expected customer experience and prioritising and allocating workflow.

Develop business continuity and other emergency and recovery plans, ensuring such plans are tested in accordance with University frameworks.

KEY RELATIONSHIPS:

Internal

External Engagement Division units
Digital, web and media teams
Property Services and IT - Technical (lighting, sound & AV) requirements, event set up, facilities
Director Collegiate and Campus Life (accommodation, venues)
Risk and H&S Managers
Academic and Service Division Heads and Managers

External

Event partners, contractors, sponsors, vendors
Services and venue providers
Executives and key note speakers
Visitors and conference registrants

QUALIFICATIONS & EXPERIENCE:

Essential

Tertiary qualification in a relevant field, (marketing, communications, public relations, event management).
5+ years' professional experience in co-ordinating or managing end-to-end delivery of a wide range of events. Proven experience managing a team of people. Demonstrated skills in event scheduling, design, planning, logistics and delivery; negotiating and managing 3rd party service agreements, evaluating event performance and metrics.
Demonstrated excellent interpersonal and customer service skills

Preferred

Experience in managing an events team running domestic/international events.

TECHNICAL SKILLS AND KNOWLEDGE:

Essential

High proficiency in the Microsoft suite of programmes; well-developed keyboard and word-processing skills.
Computer literacy in respect of working with databases an advantage.
Event management software knowledge an advantage.
Proficiency in the use of on-line and social media platforms.

SPECIAL REQUIREMENTS:

Flexibility towards working hours is necessary as event activity and attendance may be outside normal office hours. Off-campus travel may be required.

DIRECT BUDGET ACCOUNTABILITY:

Operating budget of circa \$1 million per annum

HEALTH AND SAFETY:

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

SUSTAINABILITY:

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

CAPABILITY FRAMEWORK:

Capability Group	Capability Name	Level
ENGAGE	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
ENABLE	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
PERSONAL ATTRIBUTES	Display Resilience and Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept
PEOPLE MANAGEMENT	Manage and Develop Capability	Adept
	Inspire Direction and Purpose	Intermediate
	Optimise Work Outcomes	Adept
	Change and Innovation	Intermediate
LANGUAGE AND CULTURE	Te Reo	Adept
	Tikanga Māori	Adept

CAPABILITY FRAMEWORK DESCRIPTORS

Manager Events



Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
ADVANCED	ADEPT	ADEPT	ADEPT
<p>Present with credibility, engage varied audiences and test levels of understanding. Adjust style and approach to optimise outcomes</p> <p>Translate technical and complex information concisely for diverse audiences</p> <p>Actively listen and create opportunities for others to contribute to discussion and debate</p> <p>Write fluently and persuasively in a range of styles and formats</p>	<p>Take responsibility for delivering high quality customer-focused services</p> <p>Understand customer perspectives and ensure responsiveness to their needs</p> <p>Identify customer service needs and implement solutions</p> <p>Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers</p> <p>Maintain good relationships with key customers in area of expertise</p>	<p>Encourage a culture of recognising the value of collaboration</p> <p>Build co-operation and overcome barriers to information sharing and communication across teams and work units</p> <p>Share lessons learned across teams and work units</p> <p>Identify opportunities to work collaboratively with other areas to solve issues and develop better processes and approaches to work</p>	<p>Negotiate from an informed and credible position</p> <p>Lead and facilitate productive discussions with staff and stakeholders</p> <p>Encourage others to talk, share and debate ideas to achieve a consensus</p> <p>Pre-empt and minimise conflict. Recognise and explain the need for compromise</p> <p>Influence others with a fair and considered approach and sound arguments</p>



Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
ADEPT	ADEPT	ADEPT	ADEPT
<p>Take responsibility for delivering on intended outcomes. Use own expertise and seek others' expertise to achieve work outcomes</p> <p>Ensure team/work unit staff understand expected goals and acknowledge success</p> <p>Identify resource needs and ensure goals are achieved within budget and deadlines</p> <p>Identify changed priorities and ensure allocation of resources meets new organisational needs. Ensure financial implications of changed priorities are explicit and budgeted</p>	<p>Take into account future aims and goals of the team/work unit and organisation when prioritising own and others' work</p> <p>Initiate, prioritise, discuss and develop team/work unit goals, strategies and plans</p> <p>Anticipate and assess the impact of changes, such as organisational strategy/economic conditions, on team/work unit objectives and initiate appropriate responses</p> <p>Monitor and evaluate achievements and adjust future plans accordingly</p>	<p>Research and analyse information, identify interrelationships and make relevant evidence based recommendations</p> <p>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</p> <p>Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness</p> <p>Identify and share organisational process improvements to enhance effectiveness</p>	<p>Ensure that actions of self and others are focused on achieving organisational outcomes</p> <p>Assess work outcomes and identify and share learnings to inform future actions. Exercise delegations responsibly</p> <p>Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</p> <p>Understand and exercise integrity and due diligence with budgets, University monies and other resources</p>



PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
ADVANCED	ADEPT	ADEPT	ADEPT
<p>Stay calm and act constructively in highly pressured and unpredictable environments</p> <p>Give constructive and honest feedback and advice using appropriate manner and tone in the face of strong, contrary views</p> <p>Accept criticism of own ideas and respond in a thoughtful and considered way</p> <p>Welcome new challenges and persist in raising and working through new and difficult issues</p> <p>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism within the team/work unit</p> <p>Set an example for others to follow and identify and explain ethical issues pertaining to work activity. Ensure others clearly understand the legislation and policy framework within which they operate</p> <p>Act to prevent and report misconduct and inappropriate behaviour</p>	<p>Look for and take advantage of opportunities to learn new skills and develop strengths</p> <p>Show commitment to achieving challenging goals</p> <p>Examine and reflect on own performance and areas for improvement. Encourage feedback from colleagues and stakeholders</p> <p>Demonstrate a high level of personal motivation and maintain own motivation when tasks become difficult</p>	<p>Seek to promote the value of diversity for the organisation</p> <p>Recognise and adapt to individual differences and working styles</p> <p>Support initiatives that create an environment in which diversity is valued</p>



PEOPLE MANAGEMENT

Manage and Develop Capability	Inspire Direction and Purpose	Optimise Work Outcomes	Change and Innovation
<i>Engage and motivate staff and develop capability and potential in others</i>	<i>Communicate goals, priorities and vision and recognise achievements</i>	<i>Manage resources effectively and apply sound workforce planning principles</i>	<i>Support, promote and champion change, and assist others to engage with change</i>
ADEPT	INTERMEDIATE	ADEPT	INTERMEDIATE
<p>Define and clearly communicate roles, responsibilities and performance standards to achieve team/work unit outcomes</p> <p>Develop team/work unit plans that take into account team capability, strengths and opportunities for development</p> <p>Provide regular constructive feedback to build on strengths and achieve results</p> <p>Coach staff and encourage professional development and continuous learning</p> <p>Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way</p>	<p>Assist team to understand organisational direction and explain the reasons behind decisions</p> <p>Ensure the team/work unit objectives lead to the achievement of outcomes that align with organisational strategy, policies and services</p> <p>Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks</p> <p>Recognise and acknowledge individual and team performance</p>	<p>Initiate and develop longer-term goals and plans to guide the work of the team/work unit in line with organisational objectives</p> <p>Allocate resources to ensure achievement of work outcomes and contribute to wider workforce planning</p> <p>Ensure that team members base their decisions on a sound understanding of work principles as they apply to the University</p> <p>Monitor performance against standards and take timely corrective actions. Keep others informed about progress and performance outcomes</p>	<p>Promote change processes and communicate change initiatives across the team/unit</p> <p>Accommodate changing priorities and respond flexibly to uncertainty and ambiguity</p> <p>Support others in managing uncertainty and change</p>



LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
ADEPT	INTERMEDIATE
<p>Demonstrate use of te reo Māori words and phrases regularly and in appropriate formal work place activities</p> <p>Communicate appropriately and accurately in te reo Māori with external parties in the course of formal work place events</p> <p>Encourage others to use and learn new te reo Māori words and phrases</p>	<p>Understand the University's Māori Strategic Framework and incorporate its principles appropriately in work place activities</p> <p>Demonstrate an appropriate workplace understanding and awareness of tikanga Māori</p> <p>Has knowledge of the Articles and Principles of Te Tiriti o Waitangi</p> <p>Take part in opportunities to extend own understanding and awareness of tikanga Māori and Te Tiriti o Waitangi</p>