

## Position Description: Events and Marketing Manager

Position Details			
<b>Role</b>	Events and Marketing Manager	<b>Position Type</b>	1.0 FTE
<b>Reports to</b>	CEO	<b>Direct Reports</b>	4
<b>Business Division</b>	Events and Marketing	<b>Date</b>	May 2022


### TIA Overview





#### About TIA

Tourism Industry Aotearoa (TIA) is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry. We are vocal supporters of our industry, working to ensure tourism gets the recognition it deserves as a vital contributor to the country's economy and social health.

We have members ranging from large publicly listed corporates to small owner-operators. We lobby local and central government to shape policies and create an environment that helps our industry grow and flourish. We led development of the industry's Tourism 2025 Growth Framework. We provide leadership on matters that impact on the success and sustainability of the tourism industry.

#### Our Values



 <b>Share the passion</b> Turutia te Kōhara	 <b>Take it on</b> Kokiritia!	 <b>People matter</b> He tangata!	 <b>Make a difference</b> Ko te rerekētanga te oranga
<ul style="list-style-type: none"> <li>• We are authentic and passionate in our leadership of the industry</li> <li>• We share and celebrate our achievements</li> </ul>	<ul style="list-style-type: none"> <li>• We take responsibility and pitch in as a team</li> <li>• We encourage a can-do attitude</li> </ul>	<ul style="list-style-type: none"> <li>• We support one another and have fun together in and out of the workplace</li> <li>• We act with integrity and respect towards all</li> <li>• We work collaboratively and strengthen our workplace relationships</li> </ul>	<ul style="list-style-type: none"> <li>• We have a positive impact on the people around us</li> <li>• We boldly embrace challenges</li> <li>• We take risks and seek innovative and creative solutions</li> </ul>

### Purpose of the Position

The Events and Marketing Manager oversees the design and delivery of all TIA events (leadership platforms), to agreed outcomes that meet the needs of TIA and the industry. Responsibility for marketing is a crucial part of this role, including strategic marketing plans, journey maps for our members and developing creative marketing initiatives.

The Events and Marketing Manager is also responsible for managing and growing TIA's commercial relationships, including corporate, event specific, and membership benefit

partnerships. They will work closely with Membership and Advocacy, Business Services and Communications on positively positioning TIA, to maintain and enhance its reputation and lift revenue. Domestic travel is required in this role.

<b>Key Results Areas (Expected Performance Outcomes)</b>	
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Work collaboratively as part of the TIA Leadership Team. Be decisive and thought provoking but also accept collective responsibility for decisions taken.</li> <li>• Actively contribute to TIA’s business strategy and action plans.</li> <li>• Lead the Events and Marketing team.</li> <li>• Role model TIA values and behaviour, leading by example for your team.</li> <li>• Build the capability of team members through regular coaching and feedback, understanding everyone’s motivators, providing goal clarity and stretch objectives, and putting in place development plans focussed on building capability.</li> <li>• Communicate organisational priorities and recognise success in a way that motivates individuals and the team.</li> <li>• Maintain a well organised and resourced team to ensure fair and manageable workloads.</li> <li>• Create an inclusive, collaborative one-team approach to ensure work and engagement with the industry and stakeholders is informed, organised, professional and value adding.</li> <li>• Oversee strategy and implementation of TIA’s events.</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Set event budgets and financial plans and manage budgets throughout the year.</li> <li>• Lead the continuous improvement of existing services, focussing on improving quality, customer satisfaction and value add.</li> <li>• Promote on-going innovation of TIA Events by challenging the status quo.</li> <li>• Ensure excellent service delivery of TIA Events internally and through our external delivery providers.</li> <li>• Establish and maintain strong relationships with stakeholders and liaise with them from a strategic and day to day perspective.</li> <li>• Actively identify leveraging opportunities for TIA Events, and work with industry groups and stakeholders to leverage these.</li> <li>• Prepare reports and strategy papers for the Board and Tourism Industry New Zealand Trust.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Develop an internal marketing strategy that captures and promotes the value of TIA and when/how we should undertake self-promotion.</li> <li>• Maintain and evolve TIA’s brand position and story to engage members.</li> <li>• Manage any new marketing strategies across TIA, including marketing strategies for attracting and retaining members.</li> <li>• Work with Communications and other teams to develop the associated marketing plans to support TIA initiatives.</li> </ul>
<b>Partnerships</b>	<ul style="list-style-type: none"> <li>• Maximise the benefits available from TIA’s partnerships.</li> <li>• Take responsibility for partnership relations and manage and support team members with partnership responsibilities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop, secure and nurture new sponsorships and strategic partnerships.</li> <li>• Manage and oversee sponsorship relationships for all events.</li> </ul>
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<b>Experience</b>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification preferred.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 6-8 years in events role and/or in commercial, marketing or sponsorship environment.</li> <li>• Operational management at a senior level.</li> <li>• Excellent project management skills.</li> <li>• People management experience.</li> <li>• Ability to prioritise and possessing high level organisational skills.</li> <li>• Ability to think and contribute at a strategic level.</li> <li>• Relationship management of key stakeholders and sponsors.</li> <li>• Experience in negotiating contracts and agreements.</li> <li>• Strong demonstrable communication, negotiation, facilitation and advocacy skills (written and oral).</li> <li>• Ability to think laterally, problem solving ability is essential. Strong innovative thinking will be central to the position.</li> <li>• Experience across a number of aspects of the marketing disciplines (Planning, Brands, Research &amp; Analytics, Product Marketing, Customer Experience, Sales &amp; Marketing Channels, Implementing Marketing Programmes, Measuring Effectiveness).</li> <li>• Understanding of brand status, business strategy and use of events to generate business opportunities.</li> </ul>
<b>Other Significant Role Requirements</b>	<ul style="list-style-type: none"> <li>• Ability to prioritise and possessing a high level of organisational and time management skills.</li> <li>• Ability to motivate team members and direct reports.</li> <li>• Pragmatic, adaptable 'can-do' approach.</li> <li>• Adopt and enthusiastically work by the team culture and values.</li> <li>• Acceptance of team objectives and an understanding of how they fit with the overall TIA strategy.</li> <li>• Ability to write regular reports for the Board and produce and contribute to other reports when required.</li> <li>• Ability to act discreetly and be confidential with all information.</li> </ul>