

# Bidding and Prospects Manager

**Reports to:** Head of Major Events

**Direct Reports:** NIL

**Team:** Major Events Team – Destination & Attraction Pillar

**Date:** January 2025

## Role Purpose

The purpose of this role is to analyse and evaluate the feasibility of national and international Major Events for Christchurch, work collaboratively with a broad range of stakeholders to create bid documents for securing these events, and support the Head of Major Events in identifying major event opportunities aligned to the strategic direction and city brand. The role involves managing a pipeline of event prospects, leading event evaluation and economic analysis, managing the prospecting budget and ensuring city-wide benefits are demonstrated through event reporting. Focusing on identifying potential anchor events for Christchurch, with a best for city approach, and building partnerships with key stakeholders and event industry to support the acquisition of events for Ōtautahi Christchurch.

## ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

## Who is ChristchurchNZ

ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

## What does the team do

The Destination and Attraction team help Ōtautahi Christchurch grow as a vibrant destination, bringing people and life to the city and attracting visitors to boost the economy. We create a portfolio of engaging major events throughout the year, showcasing the city as a playful and balanced place to live, visit, and invest.

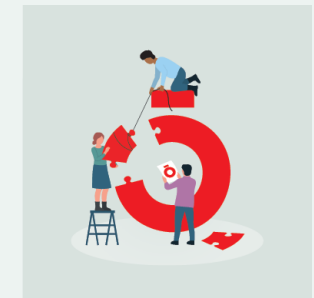
We bid for business events aligned with our city's business sector strengths to help drive Christchurch's prosperity and knowledge base. We also promote the city and its surroundings to potential visitors while balancing that with our communities seeing the benefits. Join us to help make Ōtautahi Christchurch a better place.



We are Open



We are Purposeful



We are Together

## | What you will do

### **Feasibility and Event Evaluation**

Conduct strategic feasibility assessments of event proposals to determine their fit and develop cost-benefit analyses. Provide informed recommendations on event investments to senior management and the City Partners Group. Manage the economic evaluation of major events to create benchmarks for future success and support other projects and initiatives.

### **Event Bidding and Prospecting**

Lead the strategic planning and execution of bids for major events, actively seeking opportunities to attract high-profile events to Christchurch. Identify potential event prospects, conduct feasibility assessments, develop compelling bid proposals, and collaborate with internal stakeholders and external partners to secure event hosting rights. Produce and present strategic documentation to Council, Board Members, City partners Group and NZ Events Industry.

### **Project and Contract Management**

Oversee the contracting process for secured major events, ensuring that contractual agreements align with the city's investment outcomes. Obtain legal advice on directions when required. Coordinate with internal teams, event organisers, suppliers, and other stakeholders to ensure successful delivery of events within budget and on schedule.

### **Industry Growth**

Develop and implement strategies to maximise the benefits derived from major events. Manage the event opportunities calendar, provide expert advice, and establish ChristchurchNZ as a recognised authority in the local, national and international events sector.

### **Strategy Implementation**

Drive the delivery of the Christchurch Major Events Strategy by aligning event activities with the strategic goals outlined in the plan. Present event opportunities to the City Partners Group that align with the strategies and monitor progress towards targets, outcomes, KPI's, and identify areas for improvement or adjustment in line with evolving industry trends or opportunities.

*Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.*

## | What you will have

**Education:** A degree in event management, marketing, business development, economics or a related field.

**Experience:** Demonstrated experience (typically 8+ years) with bidding, tendering or commercial investment case development. Experience in writing and presenting business cases for investment, or similar, desirable.

**Strategic Leadership:** Proven ability to provide strategic direction and support with leading teams and stakeholders towards achieving organisational goals.

**Research and Analysis:** Excellent research and analytical skills with the ability to develop and present CBA, GDP and interpret economic analysis reports to determine opportunity costs vs city investments.

**Interpersonal Skills:** Strong interpersonal skills with the ability to build and maintain effective relationships with internal and external stakeholders.

**Industry Knowledge:** Understanding of the event management industry, including current trends, market dynamics, competitor analysis, and attendee behavior.

**Communication:** Strong communication and professional presentation skills with the ability to present to investment panels, boards, elected members and media.

**Time and Project Management:** Excellent time management and project management skills. Including management of multi year budgets and financial reporting.

**Collaboration:** Proven track record of working cooperatively across a wide range of organisations both nationally and internationally.

**Technical Skills:** Intermediate skills in MS Office.

**Attention to Detail:** Exceptional attention to detail.

## | Ways of Working

### PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

### SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

### MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

## | Working relationships

### INTERNAL

- Primarily within immediate team
- Collaboration with most of the organisation
- Influencing across most of the organisation

### EXTERNAL

- Transactional interaction with external stakeholders
- Influencing and/or negotiating with external stakeholders
- Final negotiations with external stakeholders

## | Financial Delegations

### BUDGET MANAGEMENT

- N/A
- Yes

### BUDGET OWNERSHIP

- N/A
- Yes

### BUDGET LIMIT INDICATION

- Nil
- Up to \$50,000
- Up to \$100,000
- Over \$100,000

*Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy*