



ChristchurchNZ™

Job Description

Position Title:	Business Events Project Manager
Reports To:	Convention Bureau Manager
Direct Reports:	Nil
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office)
Status:	Full time fixed term
Date:	September 2020

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

Why is this role important?

The purpose of this position is to increase the awareness of Christchurch and Canterbury as a business events destination, and work on identified key projects in support of the Business Events Strategy. Develop a Christchurch Business Events Advocate Programme aligned with Christchurch's sector strengths and supernodes. Proactively build relationships and drive new business events opportunities from the International and/or Australian market. Identify opportunities to maximise value from business events to the city and region.

What this role is about?

Project management, sales and business development	<ul style="list-style-type: none">• Develop relationships with tertiary institutions and other local organisations and corporates to identify local champions, particularly related to developing and implementing an advocate programme and new business events opportunities, aligning with ChristchurchNZ's supernodes• Assist with the education and upskilling of stakeholders across the university, government and private sector about the Convention Bureau's services, the advocate programme, and the benefits of conferencing in Christchurch• Research, identify and convert new advocate and business events opportunities for Christchurch alongside key stakeholders and business partners• Provide support to the Convention Bureau Manager with sales activities, particularly around Australasian and International bid work, tradeshows and famils• Manage CRM ensuring details of all client enquiries, profiles, requirements, event details, and other relevant activity is kept up to date• Provide input into the development of the annual Convention Bureau business plan and implement agreed convention and incentive activity as
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	<p>we work to achieve the goals of the Business Events strategy</p> <ul style="list-style-type: none"> • Report regularly on key project activities and events, providing details of outputs
Marketing, Trade and In-Market Activity	<ul style="list-style-type: none"> • Liaise with the ChristchurchNZ Marketing Manager on all relevant marketing work and promotional opportunities aligned with the advocate programme, other key projects, and key markets work • As required, organise representation at trade events • As required, organise and host famils and site visits related to new business events opportunities • Provide support to the Convention Bureau and wider Destination and Attraction team as required on other projects and initiatives
Stakeholder Management	<ul style="list-style-type: none"> • Build strong relationships with business partners, local institutions, CINZ, TNZ Business Events and other key stakeholders • Undertake in-depth account management developing and managing the business events advocate programme, developing strong relationships and delivering high levels of customer satisfaction • Maintain and update Convention Bureau and advocate programme data on CRM system • Communicate key activity and results with the Business Partner network and other external stakeholders as required • Manage sales systems ensuring details of all client enquiries, profiles, requirements, event details, and relevant sales activity are kept up to date • Report regularly on key business development and project activities and events, providing details of outputs • Be a Christchurch Narrative 'brand champion', aiming to align the visitor experience with the 'place brand' of Christchurch

ChristchurchNZ ways of working

Leadership	<ul style="list-style-type: none"> • Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance • Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating • Identify and pursue opportunities to ignite bold ambitions
Corporate Responsibility	Stakeholder Engagement

	<ul style="list-style-type: none"> • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders • Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy <p>Commercial Capability</p> <ul style="list-style-type: none"> • In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams • Act with integrity and aim to over deliver on our commercial agreements <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> • Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role • Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems • Prepare reports in a timely and accurate manner as required • Approve payments and spending in line with the delegated authority associated with this role • Use the Projects & Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money <p>Sustainability</p> <ul style="list-style-type: none"> • Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost • Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs <p>Maoritanga</p> <ul style="list-style-type: none"> • Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection • Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
<p>Health & Safety</p>	<ul style="list-style-type: none"> • Comply with the Health and Safety Policy and processes at all times • Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating • Follow safe methods and take no unreasonable risks with your own or any other persons' safety • Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager

	<ul style="list-style-type: none"> Seek assistance or advice where the safe method of completing a job is not known
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Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
GM Destination & Attraction	GM of Pillar
Convention Bureau Manager	Direct reporting line
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	Nature of the Relationship
External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation	Stakeholder engagement and service delivery to achieve aligned outcomes

Qualifications, Knowledge and Experience specification

Experience in project roles, sales and business development
Business events or tourism related experience preferred
Proven experience identifying opportunities and taking action to build relationships to help achieve business goals
Demonstrated ability to meet and exceed clients and stakeholder needs and in developing and sustaining productive client and stakeholder relationships
Accountability for actions and performance of self, exercising control in establishing priorities, and scheduling to maximise time appropriately
High level of attention to detail in all tasks
Ability to handle a changing work environment and be flexible and adaptable as required
Intermediate skills in MS Office
Ability and desire to work collaboratively across the ChristchurchNZ organisation

General

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.