

ROLE SUMMARY

Role title:	Town Hall Partner Advisor
Reports to:	Performance Events Sales Manager
Direct reports:	Nil
Date:	September 2026
Purpose of role:	The Town Hall Partner Advisor is responsible for the account management, contracting, minor event planning and coordination of activity at Te Whare Whakarauika – Wellington Town Hall, with particular responsibility for the New Zealand Symphony Orchestra (NZSO), Victoria University School of Music (VUSM) and the National Music Centre. The role is the primary relationship-holder for these partners and works closely with internal teams, suppliers and stakeholders to ensure events are commercially sound, well planned and successfully delivered. On occasion, you may need to work with these partners in our other venues. The role will coordinate enquiries, bookings and contracting, maintain the Te Whare Whakarauika – Wellington Town Hall sales pipeline and work with the Performance Events Sales Manager to support the development of a balanced and high-quality programme of performance and other event activity. While the role has a strong coordination function across Te Whare Whakarauika – Wellington Town Hall, it does not have sole responsibility for all bookings within the venue. The role will also work with other clients and venues from time to time to support a collaborative and flexible team environment.

ROLE DESCRIPTION

Key responsibilities: specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/Tasks
Account management and sales	- Assist with availability enquiries, quotes, site visits, bookings and contracting for assigned activity at Te Whare Whakarauika – Wellington Town Hall - Assist with the sales pipeline and regular reporting, working with the Performance Events Sales Manager to monitor against targets. - Work with the Performance Events Sales Manager, Business Events Sales and Development Manager and other Advisors as necessary to develop a balanced calendar, resolve booking conflicts and maximise utilisation, attendance and ancillary revenue. - Coordinate invoicing, payment plans and event settlements with the Finance team, and with Wellington City Council where subsidies or funding apply. - Support ticketing and the wider Performance Events Sales and Event Planning teams as required.
Relationship management	- Act as the primary relationship manager for the New Zealand Symphony Orchestra (NZSO), Victoria University School of Music (VUSM) and the National Music Centre (NMC), providing proactive account management, forward-planning and contracting through to event delivery and post-event follow-up. - Develop and maintain a trusted, proactive relationship with NZSO, VUWSM and NMC stakeholders, understanding their programme, operational requirements and long-term needs. - Act, where possible, as the key client contact for assigned Te Whare Whakarauika – Wellington Town Hall clients and events, ensuring clear, timely communication throughout the customer journey and working collaboratively with other advisors where required. - Work collaboratively across venues to identify cross-selling and up-selling opportunities that enhance client value and commercial performance.

- Coordinate the annual Te Whare Whakarauika – Wellington Town Hall organ recital programme and other organ bookings, including access of the organ/carillon scholar, visiting organists and students, working closely with the National Music Centre, VUW and relevant stakeholders.

Event planning & coordination

- Plan and coordinate the successful delivery of NZSO, VUSM, NMC and assigned events at Te Whare Whakarauika – Wellington Town Hall
- Lead forward-planning with resident organisations and key stakeholders, ensuring annual schedules, rehearsals, performances and venue requirements are coordinated and communicated.
- If assigned, coordinate other performance, civic, community and commercial events at Te Whare Whakarauika – Wellington Town Hall
- Prepare and maintain event sheets, schedules, floor plans, risk assessments and other operational documentation required for the safe and successful delivery of assigned events.
- Participate in event planning and delivery meetings, working closely with Venue Operations, Technical, Ticketing, Hospitality, Finance and external suppliers.
- Develop and maintain expert working knowledge of Te Whare Whakarauika – Wellington Town Hall, including its spaces, technical capabilities, heritage considerations, operating requirements and customer experience, providing advice and guidance to hirers and internal teams.
- Manage contractual obligations, event reconciliations and settlements, escalating risks or issues early where appropriate
- Follow standard operating procedures and contribute ideas that improve venue processes, commercial outcomes and customer delivery.
- Attend Operational Management Group (OMG) meetings and other venue planning meetings as required.

Team Support

- Support the Performance Events Sales and Event Planning teams for other performance, civic, community and commercial events at Te Whare Whakarauika – Wellington Town Hall during periods of peak demand or to provide operational cover for the teams, where this does not impact the delivery of the role's primary responsibilities.
- Work collaboratively with Venue Managers, Venue Operations, Technical, Ticketing and other internal teams to support the safe and successful delivery of events.

- If required, act as venue manager support for lower technical complexity events at Te Whare Whakarauika – Wellington Town Hall when required, particularly during periods of peak demand or to provide operational cover.

Health, safety, wellbeing and compliance

- Take an active role in identifying and mitigating any health and safety risks to yourself and others.
- While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others.
- Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance.
- Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
- Initiate the necessary documentation required for offsite work (e.g. Risk Assessments) and ensure documentation is completed and signed off at least 48 hours prior to the activity beginning.

WellingtonNZ collaboration

- Maintain a “WellingtonNZ-wide” perspective with all of your work
 - Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required
 - Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects
 - Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.
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Job outcomes: visible and measurable evidence of success in the role.

Outcomes/results	Target measure
Te Whare Whakarauika – Wellington Town Hall is well utilised, commercially managed and delivers high-quality client and audience experiences.	- NZSO and other clients report clear communication, trusted advice and effective event delivery. - Bookings, contracts, event documentation, invoicing and settlements are accurate and completed on time. - Sales pipeline, utilisation and revenue targets are actively managed and regularly reported. - Operational, heritage, commercial and health and safety risks are identified and managed early.

Competencies: specific skills, knowledge, abilities, behaviours and experience necessary to be successful in the role.

Competency	Description of competency
Functional skills and experience	- Minimum of five years' experience in the events, performing arts or venue industry. - Demonstrable experience in event planning, account management and contract management. - Strong relationship management skills and a customer-focused approach, ideally with orchestras, performing arts organisations or other complex resident clients. - A sound understanding of the event and performing arts sector in New Zealand. - Strong commercial judgement, attention to detail and the ability to build effective internal and external relationships.
Creating a vision	- Understanding the strategic context - Challenging the status quo - Accepting challenges - Committing to the vision.

Leading with purpose

- Living our values
- Having the courage to question and speak up
- Adapting your style to meet individual needs.

Making things happen

- Giving timely and constructive feedback
- Staying close to the issues
- Collaborating for better decision-making
- Recovering quickly from setbacks.

Building an awesome team

- Valuing uniqueness and differences in others
- Trusting others
- Sharing information, collaborating and helping others.

Being authentic and inclusive

- Recognising your own strengths and areas for development
 - Asking for and responding positively to feedback
 - Questioning and challenging others with respect
 - Owning your mistakes.
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Values: our purpose and values which bring to life WellingtonNZ's aspired culture.

Purpose	To make the Wellington region thrive as a place to live, visit, study, work, do business, and invest
Better together	• We are collaborative • We back each other • We celebrate our differences and experiences • We create and share ideas together • We focus on teamwork and empower individual brilliance
Passionately curious	• We are brave • We think differently and give it a go • We seek to understand before being understood • We embrace the possibilities of tomorrow
Choose joy	• We bring and share joy in our work everyday • We celebrate our wins and learn from our losses • We have fun and get the mahi (work) done • We give praise and recognition