

ROLE SUMMARY

Role title:	Major Events Advisor
Reports to:	Senior Major Events Advisor
Direct reports:	Nil
Date:	October 2025
Purpose of role:	The key purpose of the role is to provide event expertise and coordination to the Major Events portfolio, strengthening partnerships and ensuring the successful delivery of WellingtonNZ supported events across the Wellington Region. The role will also work with internal and external stakeholders to develop WellingtonNZ's support of the portfolio and oversee the project's execution.

ROLE DESCRIPTION

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

Area of responsibility	Actions/Tasks
Relationship management	• Provide ongoing contract and relationship management for Event partners, ensuring a customer-focused approach, maximising the economic, reputational, and social outcomes for the Wellington region. • Develop key local relationships across the Wellington region, driving a comprehensive stakeholder engagement plan. • Engage with Region-wide partners to provide clear and accurate advice for event organisers, stakeholders, rights holders, operators, and promoters to ensure quality engagement across the Wellington region. • Maintain the Event Stakeholder Register and relevant databases as required. • Provide wider assistance across the Major Events team for all key stakeholder activity and events. • Have positive working relationships and build trust to maintain the respect of event organisers and promoters. • Remain informed about trends and issues faced by event promoters. • Build strong partnerships and working relationships internally (and externally) to drive a culture of innovation, results orientation, and customer service delivery.
Event facilitation, advice, and development	• Provide advice to key event organisers and partners and those requiring information about the city's events policy, major events strategic framework, regional events implementation plan and city activations. • Provide event support, advice, and facilitation for other event organisers in the region.

Event leverage & activation

- Work with internal and external stakeholders to develop event promotion and leveraging plans and activities.
- Facilitate successful delivery of events, activations, and leverage activity.
- Develop and manage reporting and financial tracking and benefits of activities

Reporting

- Ensure a smooth and thorough reporting process is seen out with every Event Partner post-event.
- Provide clear and concise support when utilising third party analysis surveying for Event Partners, ensuring the Major Event objectives are measured and captured throughout the partnership.

Planning and management systems

- Contribute to the development and implement events planning and management systems.
- Develop the scheduling and event alignment of events within the broader city and regional calendar.
- Contribute to the development of event project plans and their execution to successfully deliver regional event projects and partnerships.

Event Operations

- Develop and implement events planning and contractor management systems.
- Manage event providers that are contracted to deliver event management services.
- Manage relationships with commercial and strategic city stakeholders.
- Remain informed about changes in legislation and bylaws that pertain to event delivery in the Wellington region.

Leadership

- Proactively supports the end goals of the business unit and organisation.
 - Contributes to a preferred organisational and team culture.
 - Maintains high levels of motivation focused on individual goals, service standards, value for money, and continuous improvement.
 - Role-model WellingtonNZ's values and behaviours across WellingtonNZ and with stakeholders.
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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. RAs) 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.

Job outcomes: visible and measurable evidence of success in the role.

Outcomes/results	Target measure
To be determined with your manager	

Competencies: specific skills, traits and competencies necessary to be successful in the role.

Competency	Description of competency
Functional skills and experience	• Proven event management expertise, from concept development through to delivery, advice and facilitation. • Previous experience in major events or other arts, cultural, sport or related discipline. • Demonstrable knowledge of and experience in stakeholder and relationship management. • Knowledge of and experience commercial and project management. • Contract management experience. • Experience in the marketing and promotion of successful programme of events. • Experience in roles requiring event or project risk management. • Problem solving and sound judgement, while working in a high-pressure environment. • Demonstrated ability to build long-term relationships with key stakeholders. • Thinking beyond constraints and focusing on what is possible to ensure proposals are results oriented and practical. • Understanding and meeting the needs of Māori in WellingtonNZ's internal working environment and in the delivery of services to the Wellington community. • Financial and budgeting skills. • A relevant tertiary qualification in event management or other arts or cultural project environment preferred. • Ideally a full drivers licence, and confidence driving around the wider Wellington region.
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.

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