

## ROLE SUMMARY

<b>Role title:</b>	Business Events Wellington Manager
<b>Reports to:</b>	TBC
<b>Direct reports:</b>	BEW team members, Commercial Manager - Tākina Ground Floor
<b>Date:</b>	January 2026
<b>Purpose of role:</b>	<p>The Business Events Wellington (BEW) Team is tasked with increasing economic and societal impact for Wellington by attracting business events and increasing awareness of Wellington as a leading business events destination in the Pacific region.</p> <p>The Business Events Wellington Manager is responsible for leading the Business Events Wellington team, setting the strategy and activity plan for the group and ensuring targets for securing business events to Wellington are met. The role is crucial for attracting business events to Tākina Wellington Convention &amp; Exhibition Centre as the city's largest purpose-built conference venue and is the lead position in overseeing the attraction of business from New Zealand, Australia and internationally. The key areas of activity are:</p> <ul style="list-style-type: none"><li>• Lead and develop the BEW Team.</li><li>• Develop the strategy and business activity plan for sales activity.</li><li>• Lead the relationship development with Takina Events to create a seamless sales process for clients</li><li>• Manage the sales &amp; marketing budgets for BEW.</li><li>• Oversee the conference bidding and business attracting process for Wellington.</li><li>• Represent Wellington at key business event industry organisations and at key events – internationally and domestically.</li><li>• Develop and oversee the implementation of promotion of Wellington to the domestic, Australian and International Business Events industry including the development of collateral, press releases and promotion via advertising/editorial</li></ul>

# ROLE DESCRIPTION

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

Area of responsibility	Actions/Tasks
<b>Lead and manage the Business Events Wellington team</b>	<ul style="list-style-type: none"><li>Provide strong leadership and support while managing the work and performance of your team by setting clear KPIs in line with the Annual Plan, ensuring deadlines are met, and they understand their roles within the organisation and division.</li><li>Create and energise a shared vision for the team, ensuring each team member feels empowered and supported to achieve and work together as one team.</li><li>Proactively support your team members' development through mentoring and coaching, ensuring regular 1-to-1 meetings and positive and constructive feedback is provided in a timely manner.</li><li>Ensure the team is fully trained and adequately skilled for the tasks expected of them, and they understand relevant policies, procedures and legal obligations.</li><li>Champion and work with other Divisions across WellingtonNZ to ensure a "one business" philosophy.</li><li>Develop and maintain a high-performance team and culture focused on delivery and continuous improvement.</li><li>Keep abreast of market / industry developments / trends to review and change direction / focus of team if required</li><li>Develop and implement a succession plan within the team.</li><li>Ensure systems are in place for forecasting and ensure adequate resources are available to undertake workload.</li></ul>
<b>Strategy</b>	<ul style="list-style-type: none"><li>Lead and continuously develop the BEW Sales strategy and deliver this for BEW.</li><li>Develop the annual Business Activity plan for BEW including new events and activities Wellington could be promoted at.</li><li>Lead and manage the fact-finding, qualifying, and gaining necessary market intelligence activities of the BEW team.</li></ul>

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- Identify and address city-wide challenges that may hamper BEW's ability to successfully secure business events for Wellington

## Tākina

- Lead the relationship and development of the strategic approach between the BEW team and Tākina Events
- Take leadership in proactively engaging Tākina Events in sales activity and promotion to strengthen the relationship between the two organisations.
- Support and provide information, intelligence and insights to the Tākina Events Relationship management Group.
- Provide information / reports as requested to WCC to support decision-making
- Guide and support WCC / Tākina Events in the preparation of collateral / promotion of Tākina

## Budgeting

- Identify resources required and prepare future year budgets and as required develop business cases for new investments
- Manage budget and forecasts of current financial year
- Linking budgets to clear sales performance targets

## Sales – Leads, referrals, bids

- Oversee all sales / bidding activity – proactive and reactive - by BEW Team.
- Delivery of sales performance targets set on an annual basis.
- Conduct regular opportunity meetings to review proactive sales – with a specific focus on business events > 300 delegates for Tākina.
- Determine market prioritisation and allocation of markets between members of the team.
- Build relationships with Professional Conference Organisers that operate in Australia and New Zealand to attract and convert new convention opportunities for Wellington and especially Tākina.
- Manage the coordination of the response to all reactive inbound sales enquiries (via phone or email) that require action

## Representation

- Be a positive representative of Wellington and/or Tākina through attendance at international / national tradeshows / events as determined in the BEW business plan.
- Support the development of business for Tākina and the Wellington region generally through the attendance at national events.

## Relationship Development / Management

- Develop and maintain relationships with key domestic business event organisations – Tourism New Zealand, Business Events Industry Aotearoa, Convention Bureaux New Zealand etc. to support business event attraction and strategic positioning of Wellington within the industry.
- Develop and maintain relationships with international business events industry to improve Wellington's strategic positioning and reputation internationally with organisations such as ICCA, international PCOs and international associations.
- Continuously maintain connections with other bureaus and convention centres internationally and other key regions of New Zealand to understand their activities and interventions such that Wellington is well placed to compete.

## Marketing

- Develop BEW's Annual Plan with a focus to increase awareness of Wellington as a business events destination in Australia and internationally.
- Oversee the delivery of the Australian marketing and sales activities.
- Oversee the delivery of marketing materials (collateral, website, gifts) as identified and provided for in the BEW business plan and budget.
- Oversee the delivery of promotional activities including news pieces, social media posts and press releases to increase awareness of Tākina and Wellington in key markets.

## Reporting

- Prepare timely and insightful monthly / quarterly / annual reports on BEW sales and marketing activity

## 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
Increase economic and societal impact by securing Business Events for Wellington through the successful implementation of the BEW plan and achievement of KPIs laid out in the plan	<ul style="list-style-type: none"><li>• Value of Business Events secured (in millions)</li><li>• Total number of bids submitted across all markets</li><li>• Total number of conferences secured across all markets</li><li>• Number of news stories/press releases created by BEW to promote Wellington as a business events destination</li><li>• Number of LinkedIn posts by BEW</li></ul>

**Team leadership**

- Team performance goals, objectives and key result areas are in place within the required timeframes.
- A strong, empowered and engaged team.
- Clear, concise communicator across WellingtonNZ and key stakeholders.
- Expectations of the team, and ongoing pursuit of results are clearly articulated and understood.
- Visible demonstration of WellingtonNZ's values and behaviours.

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

Competency	Description of competency
<b>Functional skills and experience</b>	<ul style="list-style-type: none"><li>• Hospitality, Events or Tourism degree desirable</li><li>• Strong commercial acumen, demonstrable knowledge of and direct experience in:<ul style="list-style-type: none"><li>• Building long-term Sales and Marketing strategies in the Convention market that are focused on growing international business.</li><li>• Building a sales pipeline for a major international convention centre</li><li>• The metropolitan competitive market for international conventions</li><li>• Team Leadership and Management</li><li>• Developing and managing budgets and sales performance targets, with strong financial and budgeting skills including reporting</li><li>• Developing and maintaining strong relationships within the Business Events industry and key stakeholders</li></ul></li><li>• Ability to travel domestically and internationally for business requirements with flexibility to host clients in the evenings/weekends if required.</li></ul>
<b>Creating a vision</b>	<ul style="list-style-type: none"><li>• Translating the vision into action</li><li>• Taking risks to create innovative outcomes</li></ul>

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- Talking openly and positively about possibilities

## Leading with purpose

- Setting team goals that are meaningful
- Understanding individual needs and motivations and aligning expectations
- Asking the tough questions
- Creating opportunities for individual development

## Making things happen

- Holding self and others to account
- Considering people alongside performance outcomes
- Acting quickly to resolve issues
- Using analysis and critical thinking to drive quality decision-making
- Right-sizing resourcing
- Remaining calm and focused when things get tough
- Making time to review and learn from mistakes

## Building an awesome team

- Building strategic partnerships
- Giving trust and autonomy
- Creating opportunities for collaboration and information sharing
- Encouraging diverse thinking and perspectives
- Mentoring and coaching individuals and knowing the difference

## 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.

<b>Purpose</b>	To make the Wellington region thrive as a place to live, visit, study, work, do business, and invest
<b>Better together</b>	<ul style="list-style-type: none"><li>• We are collaborative</li><li>• We back each other</li><li>• We celebrate our differences and experiences</li><li>• We create and share ideas together</li><li>• We focus on teamwork and empower individual brilliance</li></ul>
<b>Passionately curious</b>	<ul style="list-style-type: none"><li>• We are brave</li><li>• We think differently and give it a go</li><li>• We seek to understand before being understood</li><li>• We embrace the possibilities of tomorrow</li></ul>
<b>Choose joy</b>	<ul style="list-style-type: none"><li>• We bring and share joy in our work everyday</li><li>• We celebrate our wins and learn from our losses</li><li>• We have fun and get the mahi (work) done</li><li>• We give praise and recognition</li></ul>