

## Position Description

Position Details			
<b>Role</b>	Events & Marketing Specialist	<b>Position Type</b>	1.0 FTE
<b>Reports to</b>	Director of Events	<b>Direct Reports</b>	0
<b>Business Division</b>	Events	<b>Date</b>	September 2016

TIA Overview
<p><b>About TIA</b></p> <p>Tourism Industry Aotearoa (TIA) is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry. We are vocal supporters of our industry, working to ensure tourism gets the recognition it deserves as a vital contributor to the country's economy and social health.</p> <p>We have some 1500 members ranging from large publicly listed corporates to small B&amp;Bs. Collectively; our members make up around 85% of New Zealand's tourism turnover. The more members and support TIA has, the stronger our collective voice and the more influence we have on policy and decision making.</p> <p>We lobby local and central government to shape policies and create an environment that helps our industry grow and flourish. We led development of the industry's Tourism 2025 growth framework which aims to almost double annual tourism revenue to \$41 billion by 2025. We provide leadership on matters that impact on the competitiveness and success of the tourism industry.</p> <p>All of TIA's activities do fall under two Strategic Focus Areas:</p> <ul style="list-style-type: none"> <li>• TIA is leading, influencing and delivering against Tourism 2025</li> <li>• TIA is a strong and respected industry body</li> </ul> <p><b><u>Our core beliefs</u></b></p> <p><b>People Matter</b> - we are open, fun-loving, generous, caring and supportive</p> <p><b>Share The Passion</b> - we share our passion for the visitor industry, for TIA and for all things we love</p> <p><b>Take It On</b> - we take responsibility, have a can-do attitude, and pitch in</p> <p><b>Make A Difference</b> - we make connections, speak up, take risks and create success</p>

Purpose of the Position
<p>TIA's Events team is responsible for the design and delivery of all TIA events. These events include TRENZ, New Zealand's largest annual international tourism business showcase as well as Discussing Tourism regional events, Tourism Summit Aotearoa, New Zealand Tourism Awards and Hotel Conference. These events are spread over the course of the year to support our members, build industry capability and grow revenue for the organisation.</p>

There are three Events & Marketing Specialists within TIA's Events Team, and the roles are there to provide event organisation with the oversight of the Director of Events.

The Events & Marketing Specialist will be responsible for the full event coordination of the events allocated to them. They will support and work closely with the rest of the Events Team, assisting with the varying responsibilities as and when necessary to achieve optimum results as a team. There is occasional domestic travel required in this role including attendance at the annual TRENZ event.

Key Results Areas (Expected Performance Outcomes)	
<b>Event Coordination</b>	<ul style="list-style-type: none"> <li>• Support the Director of Events in the planning and delivery of TIA events.</li> <li>• Maintain critical path and achieve objectives for each event. Includes such items, but not limited to; transport, venue liaison, catering, entertainment, speaker co-ordination, supplier management and accommodation.</li> <li>• Ensure all elements are managed in a timely manner with relevant/appropriate sign-off and within budget (any variances where anticipated, are understood and have been accounted for)</li> <li>• Invoices are accurately processed as per TIA accounting protocols.</li> <li>• Stakeholders and supplier's objectives and requirements are clearly outlined and are acted upon within agreed timeframes.</li> <li>• Events delivered reflect the vision and values of TIA while taking into account stakeholder expectations and requirements.</li> <li>• Participate in development and scope of the events.</li> <li>• Co-ordinate and negotiate agreements with suppliers to TIA events and monitor performance against agreed standards.</li> <li>• Manage the events database, registration/application systems and data-entry processes.</li> <li>• Completes detailed evaluation and debriefs of events.</li> <li>• Contribute to continued development and evolution of TIA events.</li> <li>• Provide logistical support and event management advice to others within TIA.</li> <li>• Support the Events Team with other events, other than outlined in your job allocation as required.</li> </ul>
<b>Marketing and Communications</b>	<ul style="list-style-type: none"> <li>• Assist Communications team with media requirements for events.</li> <li>• Deliver key tasks within the Marketing and Communications plan for each event, in conjunction with the Director of Events.</li> <li>• All requests for information and correspondence from individuals and/or organisations are handled in a timely and appropriate fashion.</li> <li>• Ensures that all publicity pertaining to TIA events, conferences and awards is accurate, timely, effective and meets event goals and deliverables.</li> <li>• Co-ordinate marketing for TIA events as required, this includes working with the external provider to create and deliver the marketing campaign, including collateral, website design/creation, print, promotional collateral and other components</li> </ul>

	<ul style="list-style-type: none"> <li>• Assist in the continued development of TIA and event brand profile through proactively identifying and managing brand presence and other opportunities</li> <li>• Actively identify opportunities and forward planning of marketing campaigns around events</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Lives the TIA core beliefs.</li> <li>• Undertakes other duties as determined by Manager/s to meet team and organisation objectives.</li> </ul>
<b>Insight &amp; Awareness</b>	<ul style="list-style-type: none"> <li>• Seeks information and feedback to grow, drive and track progress</li> <li>• Collects and shares relevant event information so that TIA are more responsive change.</li> <li>• Takes a proactive approach to building own knowledge base of business best practice and seeks out individuals inside the team who can act in an informal mentoring capacity.</li> <li>• Identifies relevant training courses on areas identified as needing development.</li> </ul>
<b>Target for Value &amp; Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Good initiative and flexibility.</li> <li>• Displays sound business judgment and decision making capability.</li> <li>• Identifies and pursues opportunities that will deliver the greatest benefit for our Industry and members.</li> <li>• Achieves the results expected without reminding and is resourceful in finding alternative means to reach a goal.</li> <li>• Demonstrates a genuine commitment to persevere when obstacles emerge (dealing with them to ensure minimum impact).</li> <li>• Identifies, actions and shares specific improvements that can be made in work methods and systems.</li> <li>• Seeks and accepts suggestions from others about how things could be done better and will make the change in line with this direction.</li> <li>• Demonstrates a good ability to think logically through a problem and break down an issue into a step-by-step, sequential process.</li> <li>• Can generally explain the rationale behind any decision they have made and anticipate any obstacles in their way.</li> <li>• Demonstrates a mature and balanced judgement</li> </ul>

<b>Authorities/Dimensions of the Position</b>	
<b>Budget</b>	<ul style="list-style-type: none"> <li>• Does not control a budget</li> </ul>
<b>Contractual</b>	<ul style="list-style-type: none"> <li>• Does not have signing authority</li> </ul>

<b>Relationships/Interactions</b>	
<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>• TIA Board</li> <li>• TIA staff</li> <li>• Tourism NZ Trust Board</li> </ul>	<ul style="list-style-type: none"> <li>• Suppliers &amp; Speakers</li> <li>• Sponsors / stakeholders</li> <li>• Regional Tourism Organisation</li> <li>• Tourism Operators</li> </ul>

Experience	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification preferred.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 2-3 years in events role and/or in commercial, marketing or sponsorship environment.</li> <li>• Experience in a fast-paced office environment preferred.</li> <li>• High degree of emotional maturity, able to work unsupervised, to use initiative appropriately, to proactively manage a range of situations.</li> <li>• Good project management &amp; multi-tasking skills with ability to prioritise.</li> <li>• Established network of third party suppliers.</li> <li>• Day to day relationship management of key stakeholders and sponsors.</li> </ul>
<b>Other Significant Role Requirements</b>	<ul style="list-style-type: none"> <li>• Advanced knowledge of Microsoft Word, intermediate knowledge of Excel, PowerPoint with fast and accurate word-processing (50wpm +).</li> <li>• Experience with Events Management Software (Events Pro or Events Air) and Web Content Management Software (SilverStripe or Wordpress) is desirable.</li> <li>• Ability to learn new applications quickly.</li> </ul>

Competencies, Attributes & Experience	
<b>Delivering our own Visitor Experience</b>	<ul style="list-style-type: none"> <li>• Has an understanding of and interest in the sector.</li> <li>• Excellent organisational skills, able to juggle conflicting priorities and multiple projects professionally and cope effectively under pressure situations.</li> <li>• Maintains a high level of energy and commitment to achieving company as well as personal business objectives.</li> <li>• Is prepared to 'go the extra mile' in order to meet the needs and/or expectations of our industry.</li> <li>• Drives value through outstanding event experience.</li> <li>• Willingness to take ownership and be held accountable.</li> <li>• Acts with professionalism in all dealings with others, both internal and external to TIA.</li> <li>• Always strives to conduct self openly and honestly and has the ability to handle confidential and sensitive information in a professional manner.</li> <li>• High level of attention to detail.</li> <li>• Must be flexible with hours of work. This role requires some late nights, early mornings and weekend work.</li> </ul>
<b>Productivity &amp; Efficiency</b>	<ul style="list-style-type: none"> <li>• Constantly looking for ways to improve event profitability.</li> <li>• Understanding of brand status, business strategy and use of events to generate business opportunities.</li> <li>• Finds ways to improve events team efficiency and capability – questions 'why'.</li> <li>• Shows a genuine effort to work as part of the team and is prepared to solicit the ideas and opinions of others when problem solving.</li> <li>• Keeps others informed and disseminates all relevant information concerning the group.</li> <li>• Shows the aptitude to flexibly deal with changes to a set routine.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in negotiating contracts and agreements with best outcome for employer and end user.</li> </ul>
<b>Connectivity &amp; Communication</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills, written and oral.</li> <li>• Good ability to converse effectively with others on a broad range of business issues and can effectively 'read' the verbal and non-verbal cues of others and respond appropriately.</li> <li>• Interacts confidently and can quickly put people at ease in their company.</li> <li>• Cultivates effective relationships with TIA members and other external relationships in order to contribute to growth of TIA events.</li> <li>• Has a good understanding of TIA role, our members and external alliances and what issues, opportunities and threats are facing these groups both now and in the future.</li> <li>• Understands the competitive environment and how it affects TIA in the medium - long term. (T2025)</li> </ul>