







# Events Manager

The Events Manager assists in the development of event strategy, plans, budgets and effectively deliver New Zealand Rugby (NZR) events across the business (rugby and non-rugby), ensuring the needs of all key stakeholders are taken into consideration and delivered as appropriate.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Commercial	Senior Manager – Events & Experiences	Fixed Term / Full Time	Nil	Nil
<b>Key Stakeholder Groups</b> <b>Internal:</b> NZR Chair and Board, NZR CEO and Staff, Provincial Unions <b>External:</b> Contracted event managers, International Unions, Stadium/Venue Operators, Sponsors, Government agencies, MP's, World Rugby, Local Authorities, Event Suppliers, Fans and Spectators, Landlords, Office Suppliers, Corporate Suppliers					

## What You Do

### Business Wide Events Management

- Prepare action plans, run-sheets and checklists for allocated events.
- Where responsible for event execution, implement event to agreed standards, prepare and monitor budgets and cost-income projections.
- Where an external agency is required to execute the event, appoint, brief and monitor the agency through event delivery.
- Carry out event debrief and assess event success.
- Work closely with the Commercial, Public Affairs and other NZR teams as required, providing input to event planning and budget setting.
- Ensure all activities reflect the Rugby Way.
- Lead and/or participate in initiatives and projects for project owners and sponsors.

### Provincial Union Support

- Provide clear instruction and assistance to Provincial Unions of NZR's event needs when they execute events on NZR's behalf.
- Provide clear instruction and assistance to Provincial Unions of NZR sponsors' event needs when they execute events on NZRU's behalf.
- Assist Provincial Unions develop organisational capability in the area of event management.

## VIP Event Management

- Assist in ensuring VIPs are hosted at each event in an appropriate manner (sponsors, NZR Board, dignitaries, guests from visiting National Unions, Ministers of Parliament, etc.). This will involve establishing event strategy, managing all aspects including invitations, transport, accommodation, catering, security, ticketing, gifts etc., and ensuring personal involvement is professional, poised and appropriate at all times.
- Create and manage VIP events where required at non-NZR hosted events, ensuring relationships and politics are managed appropriately.

## Offshore Events

- To assist in the planning and delivery as required for VIP and other NZR event activity at NZR matches and/or other offshore event activity.

## Event Partners

- Develop sound working relationships with all NZR event stakeholders (sponsors, broadcasters, participants, VIPs, fans, Government, local councils/authorities, tourism agencies, etc.).
- Ensure that event delivery (whether by a PU or external agency) meets stakeholder expectations.

## Planning and Budgeting

- Evaluate and review the execution of operations plans to ensure business priorities are met and standards are consistent.
- Monitor results on a monthly basis of events the advisor holds responsibility for, comparing actual against budget and forecasts, noting major variances, supplying explanations and recommending corrective action.

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## What You Bring

### Key experience and skills include:

- Five years' experience in events, promotional and/or marketing industry.
  - Budgeting knowledge and experience.
  - Strategic and logistical contract management experience.
  - Project planning and management experience.
  - Tertiary qualification in event management, business, or commerce preferred.
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