

POSITION DESCRIPTION

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| Position: Events Coordinator | Group: Community and Economic Development |
| Jobholder: | Location: To be Confirmed |
| Responsible to: Manager iSites and Business Relationships | Date: January 2024 |
| Responsible for: Maximising the benefits that events bring to the Ruapehu District, including economic, profile, social cohesion and business development. | |

OUR DISTRICT:

We are proud of our reputation in the community and are working hard to bring to life the 10-year Long Term Plan (LTP). Council is on a journey to drive and support the development of safe, prosperous, rural communities that thrive and capitalise on our agriculture, business and tourism sectors, while sustaining our beautiful environment. We are doing this through promoting an environment which is sustainable, enhances the quality of life, and meets the needs of our present and future citizens and visitors to the Ruapehu District. We serve a population of 13,000 spread across 6,730 square kilometres, with an annual turnover of \$40 million and assets of \$400 million including one million visitors to our unique and beautiful environment.

The Ruapehu District offers an enviable lifestyle on offer with the Tongariro World Heritage Park and the Whanganui National Park, as well as having superior snow sports, Cycle trail, trekking, kayaking, hunting and fishing at our doorstep to support a healthy work life balance.

OUR LEADERSHIP PHILOSOPHY:

Our leadership ethos is founded in valuing People, Teamwork and Continuous Improvement through our day-to-day activities, behaviours and our interactions with staff, iwi, and key stakeholders in our community. We are respectful in our approach and lead by example. See Attachment 1, "Three Pillars of our work at RDC".

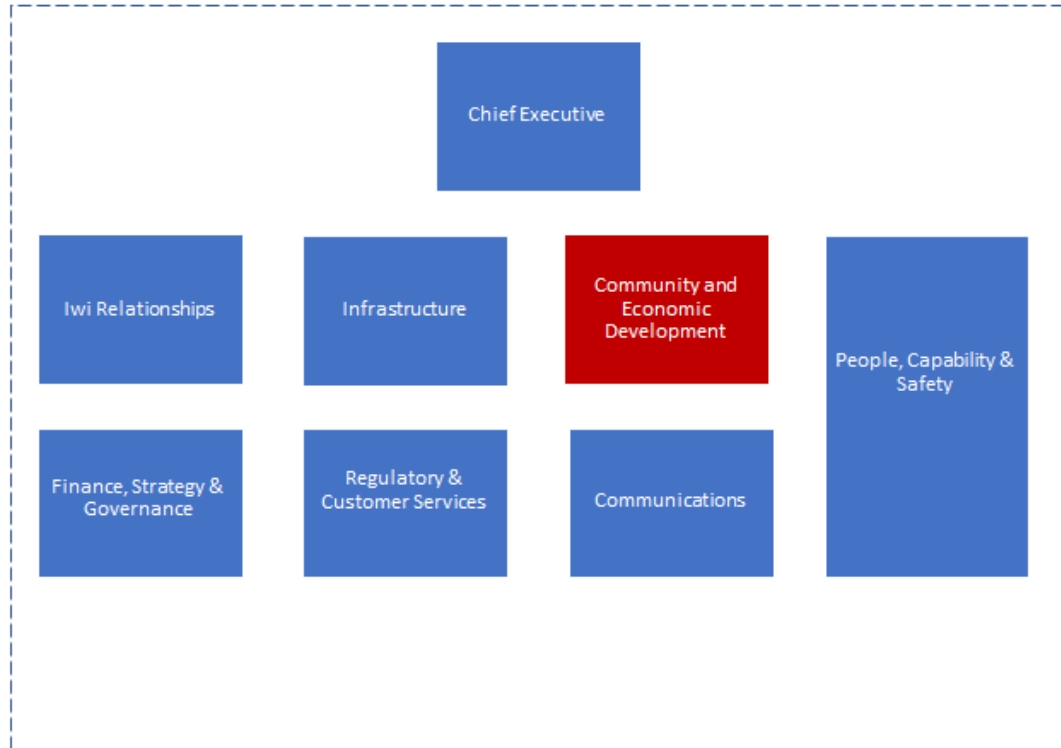
POSITION OVERVIEW:

The Events Coordinator will bring together the resources required to deliver maximum beneficial outcomes for all involved when hosting an event within the Ruapehu region. A vital member of the team, ensuring outstanding service if provided to event customers.

Financial & Non-Financial Delegations:

Number of direct/indirect reports: 0

Expenditure Authority Levels: Individual expenditure items within approved budgets.



LEVEL OF AUTONOMY AND DEGREE OF DELEGATION: The position works within clear, high-level KPIs and accountabilities and plays a key role in promoting events in the Ruapehu area. The incumbent will be responsible for a variety of customer facing, administration and coordination tasks.

STAKEHOLDER ENGAGEMENT:

External: Event Organizers, Visit Ruapehu, local business, visitors, and community.

Internal: Executive Manager, Manager, Council staff.

THE ROLE: Requires the coordinator to ensure the smooth running of the event process within council. Ensure all stakeholders work well together and maintain an awareness of local, national and international events in order to maximise participation and inclusion. Measurement of events in terms of participation, costs and wellbeing to visitors and the community are also a key component of the role.

KEY ACCOUNTABILITIES – this table forms the basis for annual KPIs

- Venue and Customer Coordination
- Event Sector Development
- Sales and Marketing Assistance
- Records and Reporting
- Project Management
- Health, safety, and compliance
- Technology and systems

| Key Performance Areas | Key Accountabilities | Key Performance Indicators |
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| RDC Values | Conduct all business activities in line with our council values. | Demonstrate our council values when performing work and interacting with both internal and external stakeholders. |
| Venue and Customer Coordination | <p>Coordinate the booking of RDC and district wide Parks and Reserves for their appropriate use for event purposes.</p> <p>Ensure compliance with all statutory and regulatory requirements associated with the safe planning and delivery of events.</p> <p>Liaise with customers to ensure the event plan meets the desired level of service in terms of options, technologies and services.</p> <p>Identify, negotiate, implement, and oversee income opportunities.</p> <p>Help build and maintain positive and proactive customer liaison with clients.</p> | <p>The smooth running of the events process within council.</p> <p>The continued and improved usage of all district wide parks and reserves, venues are measured.</p> <p>Good customer service feedback is obtained through the use and participation of venues, parks and reserves.</p> <p>Good Event Organizer feedback is obtained through the use and participation of venues, parks and reserves.</p> |

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| | <p>Continually improve systems, methods, efficiencies and the quality of services provided to customers.</p> <p>Work with all relevant stakeholders for event delivery.</p> | |
| <p>Event Sector Development</p> | <p>Have input into the Events business plan and strategy.</p> <p>Help maximise the economic benefits that events bring to the District.</p> <p>Provide advice and support to event organisers.</p> <p>Assist in developing event bids and proposals to regional, national and international organisations.</p> <p>Collaborate with tourism organisations and industry when appropriate.</p> <p>Enable business to business opportunities with public and private sector organisations.</p> <p>The economic impact from Ruapehu events increases, from either more visitors, longer stays or greater spend per stay. New events are attracted, relocated and/or established to the district, and are sustainable annually.</p> <p>Event metrics provide accurate data which guides good event strategy.</p> <p>Support regular and timely event industry information and training events.</p> <p>Ensure that a District wide approach is taken.</p> | <p>Improved usage and growth of venues, parks and reserves are achieved.</p> <p>Reports are accurate and transparent in order to identify trends and opportunities within the event sector.</p> <p>Stakeholder engagement within the sector is monitored.</p> <p>New events are encouraged and established.</p> |

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| Sales and Marketing Assistance | <p>To encourage new business particularly in the events and meetings area.</p> <p>Complete post event evaluation for all bookings.</p> <p>Assist in the management of computer client databases for use in marketing initiatives.</p> <p>Assist the Events and team with the marketing of events, functions, programmes and other initiatives including sponsorships.</p> <p>Actively pursue new business through potential leads, enquiries and databases.</p> <p>Explore ways to develop new business and create new databases.</p> <p>Provide documents for all involved to evaluate performance and measure economic benefits to the community</p> | <p>Ensure Event Finda is up to date and relevant on council website and local event organizers are aware to utilize.</p> <p>Engage with stakeholders post event to ensure any issues are resolved and processes are reviewed. Continuous improvements should be made when reviewing post event.</p> <p>Network with relevant stakeholders to ensure sales and marketing of events are maximised for the district.</p> <p>Engage with relevant stakeholders both internally and externally, to ensure signage and information related to events is kept up to date.</p> <p>Utilize councils CRM systems in order to maximise sales and marketing of events to local stakeholders.</p> |
| Records and Reporting | <p>Ensure accuracy of information/records in systems adopted by the department/organisation.</p> <p>Produce accurate reports as required for managers and/or ELT</p> | <p>Measurement of all suitably sized events are kept up to date and relevant, using the Event Economics tool.</p> <p>Council CRM database on event organizers is kept up to date and relevant.</p> |
| Project Management | <p>Undertakes projects and/or other initiatives that may be assigned by the manager or ELT</p> | |
| Health, safety and compliance | <p><i>The CEO, as the Officer, has overall responsibility for the effective management of workplace health and safety within Ruapehu District Council (the PCBU). However, safety is everyone's responsibility, and all workers should strive to meet and exceed the requirements of the Health and Safety at Work Act 2015.</i></p> <p>Take reasonable care of your own health and safety, with reasonable care that your actions or omissions do not affect the health and safety of other people.</p> | <p>Demonstrate reasonable care of personal health and safety and care of others.</p> <p>Ensure policies and procedures relating to health and safety at the workplace are always adhered to.</p> <p>Report all hazards and risks in a timely manner in line with reporting procedures.</p> |

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| | Co-operate with any reasonable policy or procedure of the PCBU relating to health or safety at the workplace that has been notified to workers. | |
| Technology and systems | Adhere to the use of council technologies and digital platforms inclusive of DWS and Microsoft programs. | Show a good working knowledge and use of our technology systems while ensuring related documents are accessible and up to date. |

ANY OTHER INFORMATION RELATED TO POSITION:

The council is responsible for Civil Defence emergencies, and it is understood all employees will be trained and may be called on to keep open essential services, to participate in emergency management training and respond to adverse events and to assist in other duties as required.

PERSON SPECIFICATION

Professional & Technical Competencies

- Travel industry and customer service work experience.
- Proven experience working in a collaborative team environment.
- Proficient in computer systems including email, internet, and Microsoft Office applications.
- Experience in handling money, including receipting and balancing.

Formal qualifications

- Diploma or Degree in Events Management or related field.
- Understanding of ERP systems.
- 3 years' experience in similar position.
- Ability to work outside of standard working hours.
- Current Driver's License.

Depth and breadth of experience needed

- Knowledge of the Ruapehu Events inductions and key event organisers.
- Project management experience.
- Cultural/Community Protocols and awareness.
- Strong interest in Events and Functions.
- Good planning and organisational skills with the ability to quickly learn and retain new information.

Personal Qualities

- Ability to build rapport quickly and easily with customers from a wide range of backgrounds, ages, and cultures.
- A positive and enthusiastic attitude with a high level of self-motivation and initiative.

POSITION-HOLDER:

NAME.....

SIGNATURE.....

DATE.../.../...

MANAGER

NAME.....

SIGNATURE..... DATE.../.../...

Attachment 1

The Three Pillars of our work at RDC

People

- Our job is to serve the people of the Ruapehu. Every customer and community member are to feel that they are listened to, treated respectfully, and we 'go the extra mile' to find solutions for them;
- We must be good and sincere communicators, and 'do what we say we will do when we say we'll do it';
- We must ensure that our customers, including other staff are, satisfied with our service;
- We must each individually commit to building a great workplace, where every staff member "starts each day with a sense of purpose and ends each day with a sense of accomplishment".

Teamwork

- We must trust each other's abilities and roles in the organisation;
- We must respect each other's different perspectives, cultures, life and work experiences – because these are strengths;
- We must accept our limitations and need of others – to work together for better results for our customers and community.

Continuous Improvement

- We must accept responsibility and accountability for our own work;
- We must challenge and try to improve everything we do to deliver quality results;
- We must not be afraid to lead change to deliver better services to our community;
- We must commit to consistently achieving more cost-effective and smarter ways to work;
- We must provide effective and efficient services and assets to our communities at all times.