

Business Events Manager

Reports to: Head of Visitor Economy

Direct Reports: Four

Team: Destination and Attraction

Date: July 2025

Role Purpose

The purpose of the Business Events Manager in Christchurch is to lead and manage the Business Events team, ensuring strong leadership and guidance to foster a high-performing and collaborative work environment. Building and maintaining relationships with key stakeholders in the conference and business events industry this role will collaborate effectively to enhance the destination's offerings and deliver seamless experiences.

The Business Events Manager will proactively identify opportunities and lead the team and bidding process, developing compelling proposals that highlight the unique attributes of the destination to secure successful conference bids, and the wider destination benefits. The role will also promote Christchurch as a host city for business events through strategic communication, marketing, and partnerships, aiming to attract business events through trade and engagement with industry players. The Business Events Manager contributes to the development and implementation of strategic plans for business events, identifying emerging trends and market demands to position Christchurch as a leader in attracting and hosting such events.

ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

Who is ChristchurchNZ

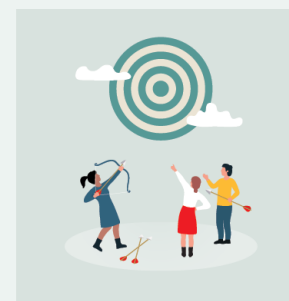
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

What does the team do

Destination and Attraction employees help Ōtautahi Christchurch grow as a vibrant destination, bringing people and life to the city and attracting visitors to boost the economy. We create a portfolio of engaging major events throughout the year, showcasing the city as a playful and balanced place to live, visit, and invest. We bid for business events aligned with our city's business sector strengths to help drive Christchurch's prosperity and knowledge base. We also promote the city and its surroundings to potential visitors while balancing that with our communities seeing the benefits. Join us to help make Ōtautahi Christchurch a better place.



We are Open



We are Purposeful



We are Together

| What you will do

Team Leadership:

Provide leadership, guidance, coaching, and support to optimise the Business Events team performance. Foster collaboration between team members and establish effective communication channels.

Industry Liaison:

Build and maintain relationships with key stakeholders in the events industry, including venues, suppliers, and industry associations. Collaborate effectively to enhance the destination's offerings and ensure seamless event experiences.

Conference Bidding:

Proactively identify opportunities which heighten the city's success in securing conferences. Develop compelling proposals that highlight the unique attributes of the destination, its facilities, and support services, in order to secure successful conference bids.

Destination Attractiveness:

Promote the destination as a host city for business events, utilising communications, marketing and business to business partnerships through trade and famil engagement to attract Business Events.

Strategy and Planning:

Contribute to the development and implementation of strategic plans for business events. Identify emerging trends and market demands to shape future strategies that will position the destination as a leader in attracting and hosting business events.

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.

| What you will have

- Successful track record and at least 7 years experience in the business events sector
- Proven experience creating and managing business strategies and budgets
- Demonstrated financial and business acumen
- Team management experience
- Proven record of success in building and leveraging partnerships and stakeholders
- Ability to read, relate, and speak to a variety of people
- Proficient use of office technology
- Strong written and verbal communication and reporting skills
- Strong negotiation skills

Ways of Working

PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

PEOPLE LEADER RESPONSIBILITIES

- Lead with empathy and integrity and role model our organisational values
- Create and maintain an environment of psychological safety for your team, encouraging diversity of thought and innovation
- Champion a commitment to health, safety, and wellbeing across the organisation
- Develop your team to be at their best, using our talent management tools and principles
- Be accountable for your own growth and development as a leader so that you can coach others
- Provide strategic direction and support for your team, with the ability to navigate and lead through change
- Champion diversity and inclusion initiatives and the importance of mana whenua and Māoritanga across the organisation

Working relationships

INTERNAL

- ☐ Primarily within immediate team
- ☒ Collaboration with most of the organisation
- ☐ Influencing across most of the organisation

EXTERNAL

- ☐ Transactional interaction with external stakeholders
- ☒ Influencing and/or negotiating with external stakeholders
- ☐ Final negotiations with external stakeholders

Financial Delegations

BUDGET MANAGEMENT

- ☐ N/A
- ☒ Yes

BUDGET OWNERSHIP

- ☐ N/A
- ☒ Yes

BUDGET LIMIT INDICATION

- ☐ Nil
- ☒ Up to \$50,000
- ☐ Up to \$100,000
- ☐ Over \$100,000

Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy