

## Position Description: Fixed Term Sales Executive

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**“He Mānuka Tū ki te Ahi”<sup>1</sup>**

*Mānuka stands stong in the midst of heat and adversity*

RotoruaNZ is committed to developing and promoting Rotorua as a destination of choice to live, work, study, visit, invest and do business. RotoruaNZ is the Economic Development Agency (EDA) and Regional Tourism Organisation (RTO) for the Rotorua district. Our work supports the development of the Rotorua economy, unlocking opportunities for commercial investment and providing employment, wealth and wellbeing for all or our people.

RotoruaNZ is a Council Controlled Organisation (CCO) that works in partnership with iwi, private sector business, local government, community organisations and central government to support their growth aspirations and enhance the Rotorua identity and reputation. We operate as a neutral entity and a trusted adviser, balancing the needs of each group of stakeholders for the benefit of the destination.

Rotorua Lakes Council has recently decided to transfer to RotoruaNZ, the delivery functions for both events and the commercially orientated venues (Energy Events Centre (EEC) and Sir Howard Morrison Centre (SHMC)). Combined with our existing responsibilities, RotoruaNZ will be even better placed to enhance Rotorua’s vibrancy through providing a wealth of enriching experiences and opportunities.

The strengths of our region include the natural environment, our vibrant and expressive Māori culture and the rich, invigorating experiences that are accessible to all. We’ll continue to leverage these strengths in our positioning and marketing of Rotorua to the rest of New Zealand and the world. We’ll continue to unlock the potential of Rotorua by:

- Strengthening Rotorua’s reputation as a vibrant world-class destination.
- Attracting, retaining and growing investment, talent and business across the district.
- Supporting efforts to revitalise the inner-city and Fenton Street corridor.
- Working closely with Te Arawa whānui to support the growth of their economy in alignment with the values set out in the Te Arawa 2050 Vision.
- Ensuring the impact of change achieves a balance between social, environmental, economic and wellness benefits for the people of Rotorua.

We are one team. Our work is underpinned by our values:

- Courage | Te Māiā – the courage to be bold and visionary
- Pride | Poho Kererū – Rotorua is at the heart of all we do
- Inclusivity | Te Whakawāitanga – We enable collaboration and teamwork
- Integrity | Te Ngākau Pono – We do what we say
- Fun | Pārakareka – We do it with energy and fun

The following pages provide the requirements of this specific job. In addition to these, job holders are also expected to be proactive in knowing and following Rotorua NZ’s policies and procedures.

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<sup>1</sup> This whakatauki gifted to the organisation by Ngati Whakaue kaumatua, Kingi Biddle. It draws on the metaphor of Manuka that grows with strenght and resilience in the heat of Rotorua’s geothermal environment, enabling a thriving ecosystem.

POSITION SPECIFICATION	
<b>POSITION:</b>	Fixed Term Sales Executive (10 months)
<b>REPORTS TO:</b>	Business Events Manager
<b>GROUP:</b>	Commercial Team
<b>LOCATION:</b>	Rotorua i-SITE, Fenton Street, Rotorua
<b>POSITION PURPOSE:</b>	This is a fixed term contract to support the Business Events team in their work to position the city as a desired destination for business events.
<b>DELEGATIONS:</b>	N/A
<b>KEY ACCOUNTABILITIES:</b>	<ul style="list-style-type: none"> <li>• Create destination proposals in collaboration with the Business Events team, tailored to meet the needs of conference organisers and decision-makers</li> <li>• Coordinate and support the execution of familiarisation itineraries and showcase events, ensuring key buyers and influencers experience Rotorua’s unique offerings firsthand</li> <li>• Assist in organising strategic sales calls by developing targeted content and collateral that enhance engagement with potential clients</li> <li>• Support the team in hosting conference organisers and industry representatives, delivering seamless site inspections and hospitality experiences that highlight Rotorua’s strengths</li> <li>• Develop and nurture relationships with key stakeholders across the tourism, hospitality, and events sectors, both locally and nationally, to strengthen Rotorua’s position as a premier business events destination</li> <li>• Manage and maintain industry contact databases, ensuring accurate and up-to-date information to support targeted sales and marketing efforts</li> </ul> <p>Note: The above accountabilities are not exhaustive, and additional responsibilities may be assigned as required to support the Business Events team’s objectives.</p>
PERSON SPECIFICATION	
<b>QUALIFICATIONS AND EXPERIENCE</b>	<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• Understanding of the Business Events sector, with the ability to support and drive destination promotion</li> <li>• Strong computer proficiency, demonstrating competency across relevant business and sales support tools</li> <li>• Passion for Rotorua and its development as a business events destination</li> <li>• Knowledge of Rotorua’s tourism offerings, including key venues, experiences and cultural heritage</li> <li>• Excellent written and verbal communication skills, ensuring clear and professional engagement with stakeholders</li> <li>• Full New Zealand Driver’s License, enabling flexibility for travel and on-site support</li> </ul> <p><b>Desirable:</b></p>

	<ul style="list-style-type: none"> <li>• Sound knowledge of Te Reo Māori, supporting cultural competency and authentic engagement</li> <li>• Deep personal connection to Rotorua, fostering a strong understanding of the region’s unique value proposition</li> <li>• Experience within the tourism and/or events sector, bringing industry insights and practical expertise</li> </ul>
<b>COMPETENCIES AND ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• Highly organised and efficient, adept at managing multiple priorities simultaneously to achieve objectives; utilises resources effectively and maintains well-structured information and documentation systems</li> <li>• Driven and results-oriented, demonstrating resilience and determination to see projects through to completion, even in the face of challenges or resistance</li> <li>• Exceptional interpersonal and relationship management skills, fostering strong connections with stakeholders, clients, and industry partners to enhance collaboration and business outcomes</li> <li>• Skilled in facilitating cross-functional and cross-organisational collaboration, effectively navigating matrix structures to align teams and deliver seamless business event solutions</li> </ul>
<b>ORGANISATIONAL COMPETENCIES</b>	
<b>VISIONARY AND ADVENTUROUS</b>  <i>Boldly positive for Rotorua’s future</i>	<ul style="list-style-type: none"> <li>• Create breakthrough strategies and plans</li> <li>• Contribute broad knowledge and strategic perspective, forward looking, anticipating future trends and consequences</li> <li>• Optimistic about future possibilities and likelihoods</li> <li>• Harness customer information and network creativity for improvement</li> <li>• Handle risk and uncertainty, able to shift gear and act without having the full picture</li> </ul>
<b>RESULTS FOCUSED</b>  <i>We get stuff done</i>	<ul style="list-style-type: none"> <li>• Focus resources on what is important and drive to add value</li> <li>• Are dedicated to meeting the expectations and requirements of internal and external customers</li> <li>• Set ambitious goals and steadfastly push to achieve them</li> <li>• Are action oriented and energetically seize opportunities</li> <li>• Willing to take a stand for what is important and work on tough assignments</li> <li>• Work hard – pursue everything with energy, drive and a need to finish</li> <li>• Face problems and challenging situations quickly and directly</li> </ul>
<b>COLLABORATIVE</b>  <i>One Team</i>	<ul style="list-style-type: none"> <li>• Facilitate a whole of Rotorua approach</li> <li>• Build constructive and effective relationships with all kinds of people – up, down and sideways, gaining their trust and respect</li> <li>• Encourage collaboration and partnership, working cooperatively with others</li> <li>• Mobilise collective effort around a compelling sense of purpose or inspiring vision</li> <li>• Create milestones and symbols to rally support and mark progress</li> <li>• Find common ground and solutions for the good of all</li> <li>• Define success in terms of the whole team</li> </ul>