

Position Description: Commercial Partnership Manager

“He Mānuka Tū ki te Ahi”¹

Mānuka stands strong 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 of 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.

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

POSITION SPECIFICATION	
POSITION:	Commercial Partnership Manager
REPORTS TO:	Head of Commercial
GROUP:	Commercial Team
LOCATION:	I-Site, Rotorua NZ
POSITION PURPOSE:	The Commercial Partnership Manager will drive revenue growth by identifying, securing, and managing strategic partnerships. This role focuses on cultivating long-term relationships with sponsors, corporate partners, and stakeholders to maximize mutual value and align with organisational goals.
DELEGATIONS	Number and nature of direct reports: <ul style="list-style-type: none"> Nil
KEY ACCOUNTABILITIES:	<p>Partnership Development & Management</p> <ul style="list-style-type: none"> Identify and pursue new commercial partnership opportunities to expand revenue streams. Develop and execute strategic relationship plans to enhance partner engagement and ROI. Serve as the primary liaison for partners, ensuring contractual obligations are met and value is delivered. Create and implement a sponsorship strategy, ensuring an ongoing network of potential sponsors that remain active and engaged with RotoruaNZ. <p>Revenue Growth & Strategy</p> <ul style="list-style-type: none"> Negotiate partnership agreements, ensuring alignment with organizational objectives. Collaborate with marketing and events teams to create activation opportunities (e.g., sponsorships, promotions). Monitor partnership performance, providing regular reports on KPIs and financial outcomes. Create compelling benefits packages for potential sponsors, drawing on all of RotoruaNZ assets to maximise returns. <p>Stakeholder Engagement</p> <ul style="list-style-type: none"> Build strong relationships with internal teams (marketing, finance, operations) to deliver partner benefits. Represent the organization at industry events, fostering networks and identifying collaboration opportunities. Relationship management of key commercial partners (suppliers, vendors, sponsors, donors). Conduct annual partner reviews to assess satisfaction and identify growth areas. Engage all key RotoruaNZ stakeholders, taking a birds eye view of all commercial activity and proactively sharing with relevant parties. <p>Compliance & Reporting</p> <ul style="list-style-type: none"> Ensure all partnerships adhere to legal, financial, and brand guidelines. Maintain accurate records of contracts, deliverables, and partner communications. <p><i>NB: The key accountabilities listed above are not an exhaustive list. You may be expected to undertake additional responsibilities in the course of your employment that are consistent with the purpose of your employment.</i></p>

Commercial Partnership Manager

PERSON SPECIFICATION	
QUALIFICATIONS AND EXPERIENCE	<p>Required:</p> <ul style="list-style-type: none"> • Bachelor's degree in Business, Marketing, or related field. • 5+ years in partnership management, sponsorship sales, or business development. • Experience in contract negotiation and financial modelling. • Familiarity with Rotorua's key industries (tourism, agriculture, iwi/Māori business) is advantageous.
POSITION SPECIFIC COMPETENCIES AND ATTRIBUTES	<p>Core Competencies:</p> <p>Strategic Partnership Development</p> <ul style="list-style-type: none"> • Ability to identify, evaluate, and secure high-value commercial partnerships aligned with business objectives. • Expertise in crafting win-win agreements, including revenue-sharing models, sponsorships, and co-marketing initiatives. • Internal alignment, ensuring strong strategic partnerships across all portfolios and assets. <p>Negotiation & Deal Structuring</p> <ul style="list-style-type: none"> • Proven track record in negotiating contracts with favourable terms while maintaining long-term partner satisfaction. • Skill in balancing company profitability with partner incentives (e.g., commission rates, exclusivity clauses). <p>Stakeholder & Relationship Management</p> <ul style="list-style-type: none"> • Strong ability to build trust with internal teams (marketing, sales, legal) and external partners. • Active listening and conflict resolution skills to address misaligned goals or communication gaps. • A strong network of local business people, funders and decision makers. <p>Performance Tracking & Optimization</p> <ul style="list-style-type: none"> • Proficiency in tracking KPIs (revenue growth, partner ROI) and adjusting strategies to maximize value. • Experience using CRM tools (e.g., Hubspot) to monitor engagement and forecast pipeline growth. <p>Business Acumen & Market Insight</p> <ul style="list-style-type: none"> • Deep understanding of Rotorua's key industries (tourism, Māori business, agriculture) to tailor partnerships. • Ability to analyze market trends and competitor activity to identify untapped opportunities. <p>Key Attributes:</p> <p>Results-Driven & Proactive</p> <ul style="list-style-type: none"> • Self-starter who initiates partnerships rather than waiting for inbound leads. • Focus on delivering measurable revenue growth and brand visibility. <p>Adaptability & Problem-Solving</p> <ul style="list-style-type: none"> • Comfort navigating ambiguity (e.g., shifting partner priorities, economic fluctuations).

	<ul style="list-style-type: none"> • Creative in resolving conflicts (e.g., renegotiating terms, mediating stakeholder disputes) <p>Cultural Intelligence</p> <ul style="list-style-type: none"> • Respect for Te Ao Māori principles and ability to engage with iwi businesses authentically. • Cross-cultural communication skills for international or diverse corporate partners. <p>Collaborative Leadership</p> <ul style="list-style-type: none"> • Influences cross-functional teams to execute partnership activations (events, campaigns). • Transparent communicator who aligns internal and external stakeholders on goals. <p>Technical Proficiencies</p> <ul style="list-style-type: none"> • Contract management tools (e.g., DocuSign, PandaDoc). • Data analysis (Excel, Power BI) for performance reporting. • Familiarity with local grant schemes (e.g., NZTE funding) for joint initiatives.
ORGANISATIONAL COMPETENCIES	
<p>VISIONARY AND ADVENTUROUS</p> <p><i>Boldly positive for Rotorua's future</i></p>	<ul style="list-style-type: none"> • Create breakthrough strategies and plans • Contribute broad knowledge and strategic perspective, forward looking, anticipating future trends and consequences • Optimistic about future possibilities and likelihoods • Harness customer information and network creativity for improvement • Handle risk and uncertainty, able to shift gear and act without having the full picture
<p>RESULTS FOCUSED</p> <p><i>We get stuff done</i></p>	<ul style="list-style-type: none"> • Focus resources on what is important and drive to add value • Are dedicated to meeting the expectations and requirements of internal and external customers • Set ambitious goals and steadfastly push to achieve them • Are action oriented and energetically seize opportunities • Willing to take a stand for what is important and work on tough assignments • Work hard – pursue everything with energy, drive and a need to finish • Face problems and challenging situations quickly and directly
<p>COLLABORATIVE</p> <p><i>One Team</i></p>	<ul style="list-style-type: none"> • Facilitate a whole of Rotorua approach • Build constructive and effective relationships with all kinds of people – up, down and sideways, gaining their trust and respect • Encourage collaboration and partnership, working cooperatively with others • Mobilise collective effort around a compelling sense of purpose or inspiring vision • Create milestones and symbols to rally support and mark progress • Find common ground and solutions for the good of all • Define success in terms of the whole team