

# Position Description:

## Entertainment Portfolio Manager

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

*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.

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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 strength and resilience in the heat of Rotorua’s geothermal environment, enabling a thriving ecosystem.

POSITION SPECIFICATION	
POSITION:	Entertainment Portfolio Manager
REPORTS TO:	Head of Commercial
GROUP:	Commercial Team
LOCATION:	I-Site, Rotorua NZ
POSITION PURPOSE:	The Entertainment Portfolio Manager will oversee the strategic development and delivery of Rotorua's performing arts events and programs, aligning them with cultural, tourism, and economic objectives. This role requires expertise in arts administration, stakeholder engagement, and financial management to enhance Rotorua's reputation as a hub for high-quality performing arts.
DELEGATIONS	Number and nature of direct reports: <ul style="list-style-type: none"> <li>• Technical Manager</li> <li>• Ticketing and Events Manager</li> <li>• Events Planner</li> </ul>
KEY ACCOUNTABILITIES:	<p><b>Strategic Planning &amp; Portfolio Management</b></p> <ul style="list-style-type: none"> <li>• Develop a <b>multi-year live entertainment and performing arts strategy</b> for Rotorua aligning with the strategic goals of RotoruaNZ.</li> <li>• Assess feasibility, audience demand, and economic impact for new and existing events.</li> <li>• Secure funding through grants, sponsorships, and partnerships (e.g., Creative NZ, local iwi, tourism boards).</li> <li>• Collaborate with internal stakeholders to maximise ancillary revenue opportunities (F&amp;B, Merchandising)</li> <li>• Prospect and secure vibrant live entertainment with a primary focus on Sir Howard Morrison Centre and a secondary focus on any other Rotorua venue.</li> </ul> <p><b>Event &amp; Program Delivery</b></p> <ul style="list-style-type: none"> <li>• Manage end-to-end execution of live entertainment, including:</li> <li>• Venue logistics (e.g., Sir Howard Morrison Centre, EEC or other venues).</li> <li>• Artist contracts, permits, and health/safety compliance.</li> <li>• Integration of <b>Te Ao Māori</b> protocols (e.g., pōhiri, kapa haka collaborations).</li> <li>• Coordinate with producers, technicians, and marketing teams to ensure high production standards.</li> <li>• Oversight of Technical Delivery team, ensuring resources and equipment are allocated appropriately.</li> </ul> <p><b>Stakeholder &amp; Iwi Engagement</b></p> <ul style="list-style-type: none"> <li>• Build partnerships with <b>Te Arawa iwi</b>, schools, and regional arts organizations (e.g., Rotorua Arts Village).</li> <li>• Liaise with national bodies (e.g., NZ Festival, Arts on Tour NZ) to attract touring productions.</li> </ul> <p><b>Financial &amp; Operational Oversight</b></p> <ul style="list-style-type: none"> <li>• Manage budgets, ensuring cost-effective delivery and ROI tracking.</li> <li>• Negotiate vendor contracts and optimize resource allocation.</li> </ul> <p><b>Marketing &amp; Audience Development</b></p>

	<ul style="list-style-type: none"> <li>Collaborate on promotional campaigns targeting domestic and international tourists.</li> <li>Analyse attendance data and feedback to refine programming.</li> </ul> <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>
<b>PERSON SPECIFICATION</b>	
<b>QUALIFICATIONS AND EXPERIENCE</b>	<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>Tertiary degree in Arts Management, Performing Arts, Music, or related field</li> <li>5+ years in performing arts programming, preferably with Māori or Pacific arts focus</li> <li>Industry networks in Rotorua's arts sector (e.g., Rotorua Arts Village, NZMACI)</li> </ul>
<b>POSITION SPECIFIC COMPETENCIES AND ATTRIBUTES</b>	<p><b>Core Competencies:</b></p> <p><b>Strategic Arts Leadership</b></p> <ul style="list-style-type: none"> <li>Ability to develop a multi-year live entertainment and performing arts strategy aligned with Rotorua's cultural, tourism, and economic goals, including Māori-led initiatives (e.g., kapa haka festivals, contemporary theatre collaborations).</li> <li>Expertise in funding models (Creative NZ, sponsorships, iwi partnerships) and ROI analysis for arts events.</li> </ul> <p><b>Program Curation &amp; Production</b></p> <ul style="list-style-type: none"> <li>Experience curating diverse performances (theatre, dance, music) with Te Ao Māori integration (e.g., powhiri protocols, bilingual programming).</li> <li>Proficiency in end-to-end event production, including venue logistics (Energy Events Centre, community spaces), contract negotiation, and health/safety compliance.</li> </ul> <p><b>Stakeholder &amp; Iwi Engagement</b></p> <ul style="list-style-type: none"> <li>Strong relationships with Te Arawa iwi, local artists, and national bodies (e.g., NZ Festival, Arts on Tour NZ) to co-create culturally resonant projects.</li> <li>Skills in partnership development with councils, schools, and tourism operators to amplify reach.</li> </ul> <p><b>Financial &amp; Operational Acumen</b></p> <ul style="list-style-type: none"> <li>Budget management grant writing, and sponsorship acquisition.</li> <li>Familiarity with booking platforms, planning software, CRM systems and data-driven audience development.</li> </ul> <p><b>Marketing &amp; Community Impact</b></p> <ul style="list-style-type: none"> <li>Collaborative campaign design to attract domestic/international tourists, leveraging Rotorua's unique cultural brand.</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluation of attendance metrics and community feedback to refine programming.</li> </ul> <p><b>Key Attributes:</b></p> <ul style="list-style-type: none"> <li>• <b>Cultural Intelligence:</b> Deep understanding of Te Tiriti o Waitangi, te reo Māori, and tikanga to guide ethical programming.</li> <li>• <b>Innovation:</b> Ability to pilot hybrid/digital performances and sustainable practices (e.g., zero-waste events).</li> <li>• <b>Resilience:</b> Adaptability to funding shifts, artist cancellations, or logistical crises.</li> <li>• <b>Collaborative Leadership:</b> Experience managing cross-functional teams (artists, technicians, volunteers).</li> </ul>
<b>ORGANISATIONAL COMPETENCIES</b>	
<p><b>VISIONARY AND ADVENTUROUS</b></p> <p><i>Boldly positive for Rotorua's future</i></p>	<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>
<p><b>RESULTS FOCUSED</b></p> <p><i>We get stuff done</i></p>	<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>
<p><b>COLLABORATIVE</b></p> <p><i>One Team</i></p>	<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>