

# Position Description:

## Events and 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

<b>POSITION:</b>	Events and Entertainment Portfolio Manager
<b>REPORTS TO:</b>	Head of Commercial
<b>GROUP:</b>	Commercial Team
<b>LOCATION:</b>	I-Site, Rotorua NZ
<b>POSITION PURPOSE:</b>	The Events and Entertainment Portfolio Manager oversees the strategic development, facilitation and execution of a diverse portfolio of events in Rotorua, ensuring alignment with RotoruaNZ, cultural, and economic goals. The role involves strategic oversight, stakeholder engagement, expertise in events and entertainment/performing arts, and leadership of financial and operational levers to deliver high-impact events that enhance Rotorua's reputation as a premier events destination.
<b>DELEGATIONS</b>	<p>Number and nature of direct reports:</p> <ul style="list-style-type: none"> <li>• Event Planner (Events) (2)</li> <li>• Business Growth Manager</li> <li>• Ticketing and Event Manager (Entertainment)</li> <li>• Technical Manager</li> </ul>
<b>KEY ACCOUNTABILITIES:</b>	<p><b>Strategic Planning &amp; Portfolio Management</b></p> <ul style="list-style-type: none"> <li>• Develop and implement an annual events strategy for Rotorua, prioritizing tourism growth, community engagement, and economic impact.</li> <li>• Evaluate event feasibility, ROI, and alignment with regional priorities (e.g., Māori cultural events, adventure tourism, conferences).</li> <li>• Manage budgets, funding applications, and sponsor partnerships to ensure financial sustainability.</li> <li>• Development of a high performing Events and Entertainment Team.</li> <li>• Develop a Live Entertainment Strategy for Sir Howard Morrison Centre and the wider Rotorua region.</li> <li>• Prospecting of Events and Entertainment that meet the strategic objectives of Rotorua.</li> </ul> <p><b>Event Delivery &amp; Operations</b></p> <ul style="list-style-type: none"> <li>• Oversee end-to-end co-ordination of events and entertainment, including facilitating logistics, vendor contracts, risk assessments, and health/safety compliance.</li> <li>• Collaborate with venues (e.g., Sir Howard Morrison Centre, Energy Events Centre, Whakarewarewa Forest) and local iwi to integrate cultural elements.</li> <li>• Ensure seamless coordination with stakeholders (councils, NZ Police, sponsors) for permits, security, and infrastructure.</li> </ul> <p><b>Stakeholder &amp; Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Build partnerships with across the sector and with local businesses, and iwi (e.g., Te Arawa) to amplify event reach and authenticity.</li> <li>• Empower Event Organisers with the tools they need to operate their event safely and successfully.</li> <li>• Act as the primary liaison for event bids (e.g., sports tournaments, festivals)</li> <li>• Create robust relationships with key promoters.</li> </ul> <p><b>Marketing &amp; Evaluation</b></p>

	<ul style="list-style-type: none"> <li>• Work with marketing teams to promote events and entertainment via digital/social media, targeting key visitor markets.</li> <li>• Conduct post-event debriefs, analysing attendance, economic impact, and attendee feedback for continuous improvement.</li> <li>• Regularly survey the local audience and drive market to ensure programming is relevant to our market.</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>• Work closely with Commercial Partnerships Manager to identify strong value-add partnerships across all events and entertainment.</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>• 5+ years in event/portfolio management, preferably in tourism, live entertainment, performing arts or sports (e.g., NZ Rugby events).</li> <li>• Tertiary qualification in Event Management, Performing Arts, Business, or Marketing.</li> <li>• Knowledge of Rotorua's natural assets (e.g., geothermal attractions, mountain biking).</li> <li>• Proficiency in event tech tools and data analytics.</li> <li>• Industry networks in the Events and/or Entertainment sectors.</li> </ul>
<b>POSITION SPECIFIC COMPETENCIES AND ATTRIBUTES</b>	<p><b>Core Competencies:</b></p> <p><b>Strategic Event and Entertainment Curation</b></p> <ul style="list-style-type: none"> <li>• Ability to develop a multi-year events portfolio aligned with Rotorua's tourism and cultural goals (e.g., leveraging geothermal heritage, adventure tourism, and Māori cultural events).</li> <li>• Experience in feasibility analysis, ROI forecasting, and prioritization of high-impact events (e.g., festivals, sports tournaments, conferences).</li> <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>End-to-End Event Co-ordination</b></p> <ul style="list-style-type: none"> <li>• Proficiency in logistics, vendor contract negotiation, and risk management (e.g., weather contingencies, health/safety compliance).</li> <li>• Technical skills in AV, lighting, and staging, with troubleshooting capabilities for onsite issues.</li> <li>• Project Management skills to connect Event Organisers with the relevant vendors and suppliers.</li> </ul> <p><b>Stakeholder &amp; Iwi Engagement</b></p>

	<ul style="list-style-type: none"> <li>Strong relationship-building with Te Arawa iwi, local businesses, and councils to integrate cultural protocols and secure partnerships.</li> <li>Experience in sponsorship acquisition and managing contracts with venues (e.g., Energy Events Centre).</li> </ul> <p><b>Financial &amp; Resource Management</b></p> <ul style="list-style-type: none"> <li>Budgeting expertise for events exceeding \$500K, including cost control and post-event financial reporting.</li> <li>Grant writing and funding application skills (e.g., leveraging NZ Major Events Fund).</li> <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>Innovation &amp; Sustainability</b></p> <ul style="list-style-type: none"> <li>Knowledge of eco-friendly event practices (e.g., waste reduction, carbon-neutral initiatives) and emerging trends (e.g., hybrid events).</li> </ul> <p><b>Key Attributes:</b></p> <ul style="list-style-type: none"> <li><b>Cultural Intelligence:</b> Understanding of Te Ao Māori, including tikanga (customs) and te reo Māori, to ensure culturally respectful events.</li> <li><b>Adaptability:</b> Flexibility to work irregular hours (weekends/evenings) and respond to crises (e.g., weather disruptions).</li> <li><b>Problem-Solving:</b> Proactive approach to resolving logistical challenges (e.g., vendor cancellations, permit delays).</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> </ul>

	<ul style="list-style-type: none"><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>
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