



## RACE Incorporated POSITION DESCRIPTION

<b>Position Title:</b>	<b>Function &amp; Event Development Manager</b>
<b>Employment:</b>	<b>Part time 30 hours per week</b> with additional hours in peak season as required
<b>Location:</b>	<b>Trentham, Upper Hutt</b>
<b>Reports to:</b>	<b>CEO</b>

### SECTION 1 – POSITION PURPOSE

The Function & Event Development Manager provides integral support within the WRC team based at Trentham Racecourse. This role is a fixed term position based on the implementation of the event development strategy.

The core tenet of the role is twofold; team management through support and workflow/task assignment and the development of the WRC Events Centre as a commercially viable entity.

Being guided by the set Events Development Strategy, your key objective will be to proactively identify a pipeline of opportunities in the Wellington event market, increase the exposure, enquiries and converted event sales to WRC. Establishing WRC with repeat and expanding business as a market leader destination for social and corporate events.

Effective transition into this role will also involve the creation of a practicable timeline and deliverables set and the deployment of the events development strategy at WRC for racedays and events outside of these. The strategy will be achieved by the assignment, scheduling and documentation of tasks through-out the WRC team – predominately through yourself and disbursement to Event and Function Coordinator (EFC) and the Event & Raceday Logistics Manager (LM). The secondary focus will be to 'check-in' on the completion of the Events Development Strategy making suggestions and commentary on successes and treating it as a living document to redirect and realign the strategy to suit the core tenets of the role.

Success in this role will be macro-measured by adherence to the budget set-forth for the 2019/2020 financial year (and later by the 2020/2021 budget). Additionally, successes will be micro-measured by completion of components of the event development strategy, attraction of new business and clients, achievement of event targets and at quarterly reviews.

Throughout the course of your role you will work with the EFC, LM and CEO to attract new clients and sectors and to realise our USP/identity within the market share of venues in the Wellington Region.

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with honesty, integrity and enthusiasm

## SECTION 2 – POSITION DESCRIPTION & KEY ELEMENTS

### SALES, CLIENT RELATIONSHIPS & CHANNEL MANAGEMENT

- Work with the marketing plan and budget to implement elements of the plan or advise on additional areas of recommendation
- Work with the existing contractors for website and social media about utilising these channels most effectively for attraction of business
- Identify key sectors/industries and develop an effective plan to market to, reach out and attract interest
- Keep abreast of regional movements and utilise these to your advantage with specific pushes
- Product development and implementation of internally driven major ticketed events
- Touchbase with existing contracts and recurring clients and develop a strong relationship base
- Touchbase with primary suppliers and brainstorm how a joint marketing push or referrals system may be implemented
- Set a framework to monitor success in converting new business and publish these monthly in the Board Reports

### COMMERCIAL VIABILITY

- Ensure the 2019/2020 budget is informed, realistic and aspirational
- Breakdown the components of the budget and translate these into practicable steps/targets
- Run each event through a profitability test to ensure methods/pricing is sound
- Check in at the end of each quarter on actual v budgets and make adjustments as required. Present any major deviations/mitigation plans to financial controller
- Be accountable and adhere budgetary constraints – particularly casual staffing
- Assign/monitor casual staffing budgets to LM
- Prioritise refurbishment/replacement projects and make recommendations
- Produce a function snapshot for each committee meeting, executive meeting and board meeting
- Produce a quarterly review of budget adherence, development strategy achievements, function reviews, conversions and recommendations

### STAFF AND WORKFLOW MANAGEMENT

- Recruitment of staff for functions and events – alongside EFC
- Work alongside the LM to develop a training schedule with modules for completion
- Create a working model of job sheets to ensure task expectations are clearly communicated
- Oversee and ultimately approve all casual staffing rosters
- Create and implement templates and SOPs to ensure staff management is done efficiently and is left in a manner that it could be picked up by anyone if required
- Host a weekly team meeting to manage workflow assignment of LM & EFC
- Assist with team personal goal setting and KPI development and monitor these at quarterly reviews
- Regularly check-in formally and informally on the staff morale and team cohesion
- Manage and motivate a weekly full team WIP/agenda

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## EVENT MANAGEMENT

- At all times follow event industry best practise
- Deliver innovative and memorable events
- Ensure strong relationships with vendors and other key players in the events industry
- Diversify the client base of events at WRC
- Ensure events are delivered that exceed expectations
- Follow existing event document templates for proposals, runsheets, timelines, floorplans, function packs etc
- Keep abreast of event industry trends
- Foster regional relationships with venues
- Calendar management and record keeping of enquiries
- Management of external and internal vendors through the event planning process – including but not limited to caterers, AV companies, security and event management companies
- Attending client walkthroughs, site visits and recces
- Event debriefing with clients, vendors and WRC team members
- Meet the event targets
- Investigate the usage of applications and programmes to create efficiencies in event management and client UX
- Develop and launch new offerings/packages for clients
- Manage the EFCs and LM time management and workflow
- Participate in the execution of all racedays and other major events

## RACEDAY MANAGEMENT

- Oversee and manage the EFC, LM and casual staff members in the completion of their deliverables
- Manage the caterer and hireage vendors
- See the full list of raceday expectations on the raceday timeline

## SECTION 3 — TRAINING AND EXPERIENCE REQUIREMENTS

### FORMAL QUALIFICATIONS/CERTIFICATES:

#### *Essential:*

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#### *Desirable:*

- ◆ EVENTS MANAGEMENT DIPLOMA OR DEGREE
- ◆ MARKETING DIPLOMA OR DEGREE

### OTHER:

#### *Essential:*

- ◆ CUSTOMER SERVICE EXPERIENCE
- ◆ PROVEN SALES ABILITY
- ◆ ADMINISTRATION EXPERIENCE
- ◆ EXPERIENCE IN MANAGING AN EVENT FROM PLANNING TO EXECUTION

#### *Desirable:*

- ◆ 1-2 YEARS MARKETING EXPERIENCE
- ◆ EXPERIENCE LEADING A TEAM

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#### SECTION 4 - AREAS OF COMPETENCY

##### REQUIRED

Extremely well organised

Ability to prioritise tasks according to the event schedule and customer requirements

Work in a challenging environment/industry with the ability to work autonomously and manage elements of ambiguity.

Strong interpersonal and sales skills

Excellent customer service

Excellent communication skills – written and oral

Ability to lead staff

A proactive team player

High attention to detail

Ability to multitask and think on your feet

Ability to show initiative and think outside the box

The ability to organise and prioritise tasks according to the event schedule and customer requirements

Ability to handle pressure and demands on time

Ability to work additional and outside of normal hours as required on occasion

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