



POSITION DESCRIPTION

Special Events Manager

Te Puia is located in Rotorua within the Te Whakarewarewa Geothermal Reserve and serves as the home of the New Zealand Māori Arts and Crafts Institute (NZMACI). Operating under the NZ Māori Arts and Crafts Vesting Act 2020, Te Puia is an iwi-owned organisation with a mission to protect, promote, and perpetuate Māori culture.

While visitor-related activities generate much of its revenue, Te Puia is deeply rooted in its cultural legacies, striving to uplift and sustain the traditions of Māori arts and crafts.

Te Puia is committed to fostering a supportive and growth-focused workplace. Employees are encouraged to thrive professionally and personally, with an environment that prioritises well-being, proactive support, and meaningful recognition for contributions.

OUR WHY

Toitū te ahurea Māori – Leaders in uplifting Māori culture.

TE PUIA VALUES

Mātauranga Māori - Taonga Tuku Iho - Manaakitanga - Whakanui

TE PUIA PRINCIPLES

<i>Teamwork:</i>	Consistently demonstrate an unselfish commitment to working with others to create a collaborative culture.
<i>Passion for Customer:</i>	A positive relationship through outstanding service with each and every interaction. Understanding our manuhiri and what they want.
<i>Integrity:</i>	Upholding the highest ethical standards and promote trust and respect.
<i>Excellence:</i>	Exceeding expectations and taking intense pride in everything that we do every day.
<i>Leadership:</i>	Having the courage to rise above challenges through adversity that will inspire others. Providing a supportive, safe, and healthy workplace.
<i>Innovation:</i>	Imagining what is possible and being brave. Fostering creativity that challenges constraints and drives progress. Being adaptive and flexible.
<i>Guardianship:</i>	Take care of the land, environment, and other assets for future generations.

Position Title:

Special Events Manager

Department:

Visitor Experience

Reports to:

GM Visitor Experience

Direct Reports to Position:

Nil

Key Relationships (Internal):

GM Operations & Site Development, other executive management team, marketing and communications, visitor experience, operations, finance, HR, and extended management team.

Key Relationships (External):

Equipment suppliers, production companies and event contractors, event attendees and sponsors, tourism operators and partners, local and regional councils, local hapū/iwi Māori and Māori businesses, national and international event stakeholders, government funding agencies, educational institutions.

Purpose of the Position:

To take direct responsibility for the planning, coordination, and hands-on delivery of events and experiences that are culturally enriched, operationally efficient, and aligned with the organisation's goals.

This role requires a strong focus on managing all technical, logistical, and operational aspects of events, ensuring seamless execution by collaborating closely with internal teams and external partners. The emphasis is on actively doing the work and driving successful outcomes through proactive problem-solving, practical expertise, and attention to detail.

This is a practical, execution-driven position dedicated to ensuring that events and site operations are effectively planned, implemented, and continually refined to meet high standards of quality and sustainability.

Additionally, the role includes developing and operating special effects throughout the site to complement and enhance daily operations.

Key Accountabilities:

Focus Area	Accountabilities
Event Management	<ul style="list-style-type: none">• Plan, coordinate, and execute a series of strategic events annually, ensuring alignment with the organisation's goals and objectives.• Collaborate with artists, performers, cultural practitioners, and external parties to develop unique and engaging event and festival concepts.• Manage all technical aspects of events, including lighting, sound, and audiovisual requirements. Ensure processes for scheduled and reactive maintenance are in place. (the show must go on)• Oversee event and festival management, ensuring seamless execution from concept to completion.• Proactively manage operational aspects of events such as lighting, sound, and audiovisual setups, ensuring functionality and troubleshooting issues in real time.• Develop contingency plans for potential disruptions (e.g., weather, vendor cancellations, equipment) to ensure event continuity.• Provide ongoing staff training and monitoring to ensure the experience continues to meet desired outcomes• Incorporate feedback from stakeholders and audiences into future event planning to ensure continuous improvement.• Optimise attendee experience.• Develop and operate other special effects throughout the site that complement daily operations.
Site & Venue Management	<ul style="list-style-type: none">• Handle event related site management, logistics, contract negotiations, and other relevant arrangements.

	<ul style="list-style-type: none"> • Manage experience bookings/schedules, layouts, and space allocations in conjunction with other site demands and experiences • Coordinate site inspections and risk assessments to proactively address any safety or logistical challenges.
Planning & Budgeting	<ul style="list-style-type: none"> • Develop detailed event plans, timelines, and budgets, ensuring all events are delivered on time and within budget. • Coordinate with internal teams, including marketing, communications, and operations, to ensure cohesive event execution. • Set up and run meetings to ensure all team members and stakeholders are informed of progress, updates, and any changes to plans. • Monitor and report on event progress, flagging risks and implementing mitigation strategies as required. • Prepare detailed post-event financial reports and evaluations for transparency and future planning.
Stakeholder Engagement	<ul style="list-style-type: none"> • Build and maintain relationships with funders, sponsors, vendors, and other relevant stakeholders. • Develop sponsorship proposals and negotiate partnerships to enhance event funding and resource allocation. • Act as the operational point of contact for external vendors and partners, ensuring clear communication and smooth collaboration. • Conduct post-event evaluations to assess success, identify areas for improvement, and foster long-term partnerships.
Innovation & Compliance	<ul style="list-style-type: none"> • Develop innovative concepts and deliver events within agreed plans, budgets, and organisational business plan parameters. • Incorporate sustainable practices into event design and execution to align with organisational values and environmental goals. • Ensure all events and activities comply with health and safety regulations and organisational policies. • Stay informed of emerging trends and technologies in event management and integrate them into organisational practices.

Key Role Outcomes:

- Seamless hands-on delivery of strategically aligned and culturally enriched events within deadlines and budgets.
- Achieve or exceed revenue targets whilst maintaining operational expenses within or below budget
- Effective collaboration with internal teams, artists, cultural practitioners, and external stakeholders to create innovative and memorable event experiences.
- Optimised operational workflows that support smooth event execution and enhance attendee experience.

- Strengthened relationships with funders, sponsors, and vendors, resulting in increased funding opportunities and long-term partnerships.
- Continuous improvement in event planning and delivery through post-event evaluations, feedback integration, and adoption of emerging trends and technologies.
- Contribution to organisational goals by aligning all event activities with health and safety regulations, sustainability practices, and cultural values.

Person Specifications:

- Proven experience in hands-on event and operations management, with a strong portfolio of successful events.
- Technical expertise in lighting, sound, and audiovisual equipment with above average computer skills and the ability to troubleshoot basic issues.
- Proficiency in event management software and tools, with familiarity with emerging trends and technologies.
- Flexibility to work evenings, weekends, and holidays, with an understanding of the 24/7 nature of the organisation's operations.
- Ability to think creatively and leverage a wide range of activities in innovative and effective ways.
- Strong understanding of Te Ao Māori, including cultural values, practices, and worldviews.
- Proficiency in or a willingness to learn Te Reo Māori, demonstrating respect for Māori culture and enhancing stakeholder relationships.
- Ability to engage respectfully and effectively with iwi, hapū, and whānau, fostering culturally appropriate collaboration.
- Proven ability to coordinate tasks, manage timelines, and track project progress across departments.
- Strong problem-solving skills to creatively address challenges and maintain project momentum.
- Exceptional attention to detail, ensuring all aspects of events and projects are executed efficiently and accurately.
- Exceptional budgeting/business case planning followed with sound practical implementation and targets achieved.
- Clear and effective communication skills, including the ability to present ideas, facilitate meetings, and align diverse perspectives.
- Initiative to proactively drive projects forward, anticipate needs, and address potential issues.
- Solid understanding of the tourism industry, including marketing, customer service, and sustainability practices.
- Commitment to eco-friendly and culturally appropriate tourism and event practices.
- Established networks within the Māori cultural arts and crafts community, both locally and nationally.
- Resilience and positivity in navigating complex projects and challenges.

- Open-mindedness and a willingness to learn, adapt, and embrace feedback.

Acknowledgement:

I confirm that I have read and understand the duties and responsibilities outlined for this role. I commit to performing my role in a manner that supports the success of Te Puia, contributes meaningfully to its growth and development, and upholds its core kaupapa, values, and objectives with integrity and dedication.

Name: _____

Signed: _____

Date: _____