

EVENTS MANAGER - NORTH AMERICA



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Marketing, Communications and Solutions	Los Angeles	0	North America Region Marketing, Communications & Solutions Team

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

New Zealand Trade & Enterprise (NZTE) is dedicated to fostering strong connections between North American buyers and New Zealand exporters. The Events Manager is responsible for creating world-class experiences that facilitate such connections across a wide range of sectors throughout the US and Canada. These experiences span from curated networking events and VIP roundtables to trade show booths for industries such as Food & Beverage, Technology, Manufacturing, Government Procurement, Consumer Goods, Agriculture, and more.

WHAT’S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of the Event Manager is to...

Plan and execute events within the North America region, more specifically:

- Partner with key stakeholders to define event scope, priorities and budget.
- Develop a detailed event Project Plan that includes promotion and collateral development.
- Manage project, stakeholders and resources from event inception through wrap-up.
- Facilitate recurring planning meetings and check-ins with key stakeholders.
- Source and coordinate event locations and vendors, including food, beverage, booths, printing, photography, and others.
- Negotiate and finalize vendor contracts with support from the NZTE legal team.
- Track planned and actual event costs against budget.
- Regularly report on status and progress of event preparations.
- Escalate any risks or issues to the Marketing and Communications Manager.
- Prepare event health and safety plans to mitigate legal risks and ensure policy compliance.
- Prepare event run-sheets to ensure day-of alignment across the team.
- Attend and oversee key events to ensure their successful execution.
- Complete event wrap-up reports that include final budget tracking as well as attendee and stakeholder feedback.

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- Leverage learnings to continuously improve event planning and management processes, tools and templates.

Support the wider Marketing, Communications & Solutions Team if needed by:

- Collaborating with the Marketing Consultant, Communications Manager, and Marketing & Communications Lead to deliver successful events and campaigns focused on promoting key sectors of NZ's economy within North America. This may include contributing to the development and delivery of social media content, digital advertising, event communications and collateral.

Foster organizational alignment and stay connected across the organization:

- Connect regularly with NZTE counterparts in New Zealand and other international regions, with a priority on understanding any relevant changes to event guidelines and policies.
- Keep the North America Marketing & Communications team updated on key changes to event policies in a consistent, clear and informative way.

Contribute positively to culture and wellbeing of our regional and global team by:

- Looking after their own wellbeing and those around them.
- Engaging in team activities and generating team-building opportunities.
- Going above and beyond to support our global colleagues and share important and relevant information, learnings and messages.
- Living our organization's five Characters (see below) in their work and interactions.

Success in this role means:

- Delivering welcoming, world class events across the North America region in support of our New Zealand exporters and our business objectives.
- Consistently demonstrating effective project management that delivers excellence on time, on budget and in-line with our organization's policies.
- Successfully juggling multiple event timelines in parallel, with a keen ability to prioritize tasks appropriately.
- Effectively managing stakeholders throughout the lifecycle of each event.
- Developing and maintaining high quality, best-practice event management tools, templates and guidelines as a resource for the team and region.
- Being a proactive and engaged team member for the Marketing Communications & Solutions Team in North America, and NZTE globally.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

Our ideal candidate is/has:

- Significant experience in event planning, project management and event management for stakeholders across a variety of industries in North America.
- Highly organized, with strong attention to detail and a personal dedication to producing excellent guest experiences.
- Excellent written and verbal communication skills.

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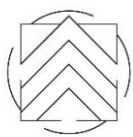


- The ability to put others at ease and tactfully engage with stakeholders or attendees across all levels of business and government.
- Proactive, collaborative, and demonstrates a positive, “can do” attitude.
- Comfortable in an environment that requires flexibility and the ability to adapt quickly to the event needs of different industries or stakeholders.
- Comfortable using a project/event management tool such as Airtable, Monday, Smartsheets, MS Project, or other
- Bonus points for knowledge of New Zealand culture and experience working as part of a global team.

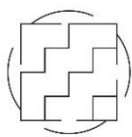
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

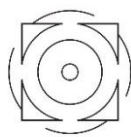
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



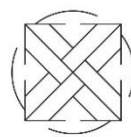
AMBITION
Drives us



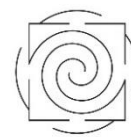
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as *"enhancing mauri to deliver impact"*.

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LIVE THE PURPOSE

NZTE

ENHANCE MAURI

We know ourselves and others.

We nurture diversity, inclusion and belonging.

We generate energy.



DELIVER IMPACT

We build high performing teams.

We anticipate and own change.

We create clarity.

is

MODEL THE CHARACTERS

committed to uplifting the mana of Māori as tāngata whenua and recognises Te Tiriti ō Waitangi/ the Treaty of Waitangi as Aotearoa's founding document.