EVENTS MANAGER - INDIA

NEW ZEALAND TRADE & ENTERPRISE
Te Taurapa Tūhono

REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Marketing, Communications and Solutions	Mumbai	Nil	International

“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?

As part of the Marketing, Communications and Solutions team, the Events Manager is responsible for the delivery of our India activity: events, missions, pavilions, webinars, activations and capability programmes that help New Zealand exporters grow in market.

Working closely with the India team, the role turns approved concepts into well-run experiences that meet NZTE's regional and global standards. As a member of NZTE's global events best practice team, it applies global learnings in India and contributes to how NZTE shapes future event experiences. It also supports priority projects and peak periods across the region.

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

The most important work of this role is to…

- Deliver events, trade missions, pavilions, webinars, activations and capability programmes across India, managing activities from planning and preparation through execution, evaluation and continuous improvement.
- Provide project management and delivery coordination across assigned activities, developing and maintaining project plans, milestones, budgets, stakeholder engagement, reporting and event run sheets.
- Monitor event and project delivery progress, facilitate planning discussions, manage risks and dependencies, and ensure activities are successfully delivered from planning through to post-event review and evaluation.
- Build and manage relationships with agencies, suppliers and venues across India, matching delivery partners to activity requirements and ensuring agreed quality, timelines, brand standards and value for money are achieved.
- Translate approved activity concepts and customer requirements into executable delivery plans, coordinating stakeholders, resources, suppliers, collateral and communications to support successful outcomes for exporters.
- Support the implementation of marketing and communications activity, including campaigns, presentations, collateral, event materials and customer-facing content, ensuring alignment with NZTE brand standards and quality expectations.
- Partner closely with the India team and wider NZTE stakeholders to ensure delivery reflects customer needs, supports exporter growth objectives and achieves intended programme outcomes.

- Contribute to NZTE's event excellence and continuous improvement practices, applying global best practice, sharing India market insights and leveraging digital and AI-enabled tools to improve delivery effectiveness and customer experience.
- Provide delivery support across regional priorities and peak workload periods, contributing expertise and capability where additional support is required.

Relationships are key to this role to...

- Partner closely with the India team to shape activity around customer needs and growth outcomes.
- Collaborate with the Marketing, Communications & Solutions across SEEA, NZ-based teams and the global events best practice team to share learnings and deliver to regional and global standards.
- Maintain a trusted India network of agencies, production partners, fabricators and venues that can deliver at short notice.

Success in this role means:

- Events, missions, pavilions, webinars, activations and capability programmes are delivered effectively on time and to NZTE's quality, brand and customer experience standards.
- Stakeholders have clear visibility of actions, ownership, timelines, risks and delivery progress, with issues identified and addressed early.
- Strong supplier and partner relationships result in reliable, high-quality delivery and value for money across activities.
- Global best practice and India market insights contribute to continuous improvement, while digital and AI-enabled tools improve delivery efficiency and effectiveness.
- The role is recognised as a trusted delivery partner by the India and regional teams, regional colleagues, suppliers and customers.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- Demonstrated experience delivering events, trade missions, exhibitions, pavilions, webinars, capability programmes or customer-facing activities, ideally within India or similar markets.
- Demonstrated project management and event delivery experience, including project planning, stakeholder management, budget tracking, risk management and delivery of multiple concurrent activities..
- Proven ability to build and manage relationships with suppliers, agencies, venues and delivery partners, including procurement, quality management and commercial decision-making.
- Strong understanding of the Indian market, including business culture, protocol, customer expectations and event delivery practices.
- Excellent English communication skills and the ability to work independently while collaborating effectively across regional and global teams.
- Experience using project management, registration and collaboration platforms (such as Monday.com, Microsoft event tools, Canva or similar), with confidence using AI-enabled tools such as Copilot to improve efficiency.
- Understanding of brand management, customer experience principles and the delivery of activities to defined quality standards.
- Established relationships with event agencies, suppliers, venues or production partners in India.

- Experience delivering large-scale trade shows, pavilion activations, customer capability programmes and events through the full project lifecycle from planning to evaluation..
- Experience working within international business, export promotion, government or trade-focused environments.
- Knowledge of emerging event experience trends and a demonstrated interest in contributing to best practice communities and continuous improvement initiatives.

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.



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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