

PART A: JOB SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to WellingtonNZ and to their own success.

Name of role:	BEW Business Development Manager (fixed-term)
Reports to:	Business Events Wellington Manager
Direct Reports:	Nil
Date:	December 2020
Purpose of the job:	<p>The BEW Business Development Manager is responsible for:</p> <ul style="list-style-type: none"> • Securing conferences for Wellington through working with local partners and Tourism New Zealand • Supporting the conference bidding process for Wellington and our partners, for international conferences within / outside of the CAP. • Undertaking research to find new conferences, to identify global experts living in or passionate about Wellington, that might have convention links and opportunities that are a good fit for Wellington and especially Tākina, the new Wellington Convention and Exhibition Centre, that will open in 2023. • Carrying out attraction and sales activity (meeting potential clients, working with PCO's, hosting familiarisations, representing BEW partners on sales calls, distribution of leads and enquiries to partners) in the business events sector that relate to bidding for- and hosting international conferences. • As required, participating in tradeshow activities such as MEETINGS to support the sales processes of the BEW team. <p>This is a 12-month fixed-term position to cover a period of parental leave.</p>

PART B: JOB DESCRIPTION

Key responsibilities: Specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/ Tasks
Supporting the Conference Assistance Programme for Wellington	<ul style="list-style-type: none"> • Work with BEW Manager and TNZ on the Conference Assistance Programme (CAP) funding bids • Undertake research to identify new conference opportunities with the support of the Business Events Wellington Coordinator • Proactively bid for international conferences for which Wellington’s facilities and attributes create a strong synergy and reason to be located in Wellington. • Prepare presentations and bids as required • Work with Tourism New Zealand (TNZ) Business Events team to attract international conferences of 200 people or more.
Leading the presentation of international bids to attract conferences to Wellington	<ul style="list-style-type: none"> • Work with local hosts / members to support their bid to bring conferences to Wellington.
Representing Wellington	<ul style="list-style-type: none"> • Attend MEETINGS and other tradeshow as determined in the BEW business plan • Attend Business Events sector events that support the development of business for the new WCEC • Support the relationship between BEW and its sector partners in Wellington.
Sales – Leads, referrals, bids	<ul style="list-style-type: none"> • Undertake proactive sales calls to attract and convert new business event opportunities for Wellington and especially Tākina. • Build relationships with local and NZ global specialists who through their work have the opportunity to promote and attract conferences to Wellington. • Ensure all relevant contact and relationship information is updated in the relevant CRM and/ or sales system • Ensure a record is maintained of all conference prospects from the international market.
BEW in Wellington	<ul style="list-style-type: none"> • Host key conference organisers and global experts in Wellington

Area of responsibility	Actions/ Tasks
	<ul style="list-style-type: none"> Promote partner businesses as key experiences for conferences considering Wellington as their destination Maintain relationships with BEW partner businesses to maintain their investment Maintain partner business networks to further develop Wellington as an easy to do business destination for conference organisers Responsible for the effective distribution of leads from the international market to stakeholders, in a timely manner.
BEW teamwork	<ul style="list-style-type: none"> Participate in the delivery of the response to all reactive inbound sales enquiries (via phone or email) that require action. Participate in the fact finding, qualifying, gaining necessary market intelligence activities of the BEW team. Support peers in the development of Wellington bids for events sourced from the all markets as required.
Health, safety and compliance	<ul style="list-style-type: none"> Take an active role in identifying and mitigating any health and safety risks to yourself and others. While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others. Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance. Report any potential hazards or risks to health and safety or the environment as soon as possible and take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
WellingtonNZ collaboration	<ul style="list-style-type: none"> Maintain a "WellingtonNZ-wide" perspective with all work. Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required. Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects. Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.

Job outcomes: Visible and measurable evidence of success in this role.

Outcomes / Results	Target Measure
Successful sales, leads, referrals and bids	<ul style="list-style-type: none"> Number of active opportunities managed by BDM Number of conferences secured by BDM Value of Business Events secured Number of Sales Calls conducted on a monthly basis

Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Technical Ability and Experience	<ul style="list-style-type: none"> • Previous experience in a business development role, ideally in the business events, conference, convention sector. • Proven record of meeting sales targets and managing a client and events portfolio. • Excellent communication skills and the ability to communicate information clearly to a wide range of stakeholders. • Relationship management skills with a strong customer focus, proactively meeting customer/clients' needs
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision
Leading with purpose	<ul style="list-style-type: none"> • Living our values • Having the courage to question and speak up • Adapting your style to meet individual needs

Competency	Description of competency
Making things happen	<ul style="list-style-type: none"> • Giving timely and constructive feedback • Staying close to the issues • Collaborating for better decision-making • Recovering quickly from setbacks
Building an awesome team	<ul style="list-style-type: none"> • Valuing uniqueness and differences in others • Trusting others • Sharing information, collaborating and helping others
Being authentic and inclusive	<ul style="list-style-type: none"> • Recognising you own strengths and areas for development • Asking for and responding positively to feedback • Questioning and challenging others with respect • Owning your mistakes.

Values: Our purpose & values which bring to life WellingtonNZ’s aspired culture.

Our purpose	Our organisational values	Our culture
To make the Wellington region wildly famous	<p style="text-align: center;">Do it together Dare to be different Show the passion Find the fun Focus on the customer</p>	<p style="text-align: center;">Collaborative People-centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth</p>