

## Position Description

Role			
<b>Position</b>	Impact Events Manager	<b>Reports To</b>	Workforce Programme Manager
<b>Contract Type</b>	Permanent, full-time	<b>Location</b>	Tāmaki Makaurau, Auckland and remote
About Tū Ātea			
<p>For generations Māori have asserted our rights to radio spectrum, leading to significant milestones in the recognition and promotion of Te Reo Māori. In 2022, the Crown recognised Māori interests in the radio spectrum and agreed to establish Tū Ātea.</p> <p>Although new, this entity has a rich whakapapa that builds upon four decades of mahi accomplished by the Interim Māori Spectrum Commission (IMSC), the Māori Spectrum Working Group (MSWG), Waitangi Tribunal claimant groups and other champions for change.</p> <p>Since its establishment, Tū Ātea has grown in scale and influence including the establishment of Tū Ātea Network Services, the acquisition of Broadtech Limited and JDA Network Specialists. It is overseen by a Board of directors who set the strategic direction and managed by a team of seven employees in Tū Ātea and many more across the group.</p> <p>Tū Ātea represents a critical intersection of technology, culture and social investment, providing substantial benefits to the New Zealand Government and, by extension, to the social and economic wellbeing of all New Zealanders. By aligning its initiatives with key government strategies and legislation, Tū Ātea not only supports national goals but also fosters a more inclusive and resilient economy.</p>			
Workforce Programme Purpose			
<p>The Tū Ātea workforce programme will create new routes to skills, qualifications, jobs, businesses and entrepreneurship in the telecommunications sector. It supports the acceleration of Māori into high-value jobs, careers and businesses. It will do this by creating a practical and highly supported environment that offers a new generation of Māori workers everything they need to launch their futures in work and businesses.</p> <p>We are building a community. The programme will include cultural support and learning approaches such as tuakana-teina, kaupapa Māori, and Mātauranga Māori methods – and parallel ‘western’ industry and academic methods.</p> <p>This role is essential in building and expanding the Māori talent pool and requires a strong coordinator who will integrate tikanga Māori and industry practices to help us build a substantial Māori workforce in the telecommunications sector.</p>			
Innovation Programme Purpose			
<p>The Tū Ātea Innovation Programme creates new routes into invention and entrepreneurship and supports the acceleration of Māori-owned startups, groups and businesses that are tackling innovations that are intelligent and scalable and can be potentially commercialised – and that solve real-world problems. It will do this by creating a practical and highly supported environment that offers a new generation of Māori innovators support to create, test, launch and deploy their innovations.</p>			

We are building a community. The programme will include cultural support and mentoring and learning approaches such as tuakana-teina, kaupapa Māori, and Mātauranga Māori methods – and parallel 'western' industry and academic methods.

This role is essential in building and expanding the Māori innovation talent pool and requires a strong person who will integrate tikanga Māori and industry innovation practices to build a substantial Māori innovation portfolio in the telecommunications sectors.

### Functional Role

The Impact Events Manager plays a crucial role in supporting the Impact programmes with events, workshops, meetings, and any online or in-person gatherings.

### Relationships

<b>Internal</b>	Team members on other Impact programmes.
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<b>External</b>	Participants, partners, government and public.
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### Travel Requirements

There may be a requirement to travel from time to time.

### Key Accountabilities and Time Allocation

### Result Areas

Event Planning and Implementation

- Develop detailed event plans, including the theme, format, goals, budget, and timeline.
- Identify the target audience for each event and tailor activities to meet their needs.
- Research and select suitable venues, considering factors like capacity, location, amenities and cost.
- Develop event concepts that align with organisational goals and objectives.
- Source and liaise with external vendors, including caterers, equipment suppliers, decorators, photographers, and entertainment providers.
- Review vendor contracts and ensure all services meet the required standards.
- Coordinate with sponsors and partners to integrate their branding or services into the event as agreed.
- Oversee the setup and organisation of the event venue, coordinating with vendors and staff to ensure everything is ready on time.
- Greet and direct attendees, speakers, and VIPs, providing assistance as needed.
- Monitor event proceedings to address any issues promptly and keep the event on schedule.
- Manage the flow of the programme, including introductions, speaker transitions, and activities.
- Coordinate event teardown, ensuring that all equipment and materials are packed up and the venue is left in good condition.
- Send thank-you messages to speakers, sponsors, partners, and attendees.
- Analyse event performance by reviewing attendee feedback, financial outcomes, and overall success in meeting objectives.
- Compile post-event reports, summarising key findings, achievements, and areas for improvement.

<p>Budget Management</p>	<ul style="list-style-type: none"> <li>• Create and manage event budgets, ensuring that expenses stay within allocated limits.</li> <li>• Obtain quotes from vendors and negotiate contracts to secure favourable terms.</li> <li>• Track all event-related expenses, including venue fees, catering, equipment rental, marketing, and staff costs.</li> <li>• Prepare post-event financial reports to assess the event's financial performance.</li> </ul>
<p>Logistics and Coordination</p>	<ul style="list-style-type: none"> <li>• Coordinate logistics, including transportation, accommodation, setup, and teardown arrangements for participants, speakers, and VIPs.</li> <li>• Organise event materials, such as badges, programmes, handouts, and promotional items.</li> <li>• Oversee the setup and layout of event spaces, including seating arrangements, audiovisual equipment, signage, and decorations.</li> <li>• Manage on-site event operations, ensuring that everything runs smoothly and according to plan.</li> <li>• Assemble and coordinate a team of staff or volunteers to assist with event preparation and execution.</li> <li>• Assign roles and responsibilities, ensuring everyone understands their tasks and deadlines.</li> <li>• Lead pre-event briefings to ensure all team members are informed and prepared for their roles.</li> <li>• Supervise staff during the event to ensure seamless operations</li> </ul>
<p>Marketing, Promotion and Attendee Management</p>	<ul style="list-style-type: none"> <li>• Work with the Marketing and Communications Manager to develop and implement event marketing plans to attract attendees, including digital marketing, social media campaigns, and print materials.</li> <li>• Create promotional content, including invitations, flyers, banners, and press releases.</li> <li>• Coordinate with the marketing team to maximise event visibility and engagement.</li> <li>• Monitor registration and attendee numbers, adjusting marketing strategies as needed to meet targets.</li> <li>• Manage registration processes, including creating registration forms, tracking RSVPs, and processing payments if applicable.</li> <li>• Communicate event details and updates to attendees, including schedules, location information, and any requirements.</li> <li>• Provide customer support for attendees, addressing inquiries and concerns before, during, and after the event.</li> <li>• Create and distribute post-event surveys to gather feedback from participants.</li> </ul>
<p>Risk Management and Compliance</p>	<ul style="list-style-type: none"> <li>• Develop contingency plans for potential issues, such as weather disruptions, technical failures, or security concerns.</li> <li>• Ensure compliance with health and safety regulations, including capacity limits, emergency procedures, and health-related protocols if necessary.</li> <li>• Obtain necessary permits, insurance, and licenses for events as required by local regulations.</li> <li>• Gather feedback from attendees, staff, and vendors to identify strengths and areas for improvement.</li> <li>• Stay informed about event industry trends, tools, and best practices to enhance future events.</li> </ul>

	<ul style="list-style-type: none"> <li>• Conduct debrief meetings with the team to review what worked well and what could be improved for the next event.</li> </ul>
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### Behavioural Competencies and Core Values

- **Communication:** Demonstrates excellent communication skills, particularly to Māori.
- **Relationship-Building:** Develops strong relationships with stakeholders to foster collaboration and positive mana-enhancing marketing and communications.
- **Problem-Solving:** Anticipates challenges and finds creative solutions to help communicate opportunities.
- **Empathy:** Demonstrates genuine care and understanding for the unique challenges faced by Māori entering the Impact Programme
- **Organisational Skills:** Manages multiple tasks and stakeholders, ensuring smooth coordination and delivery of the marketing and communications portfolio.
- **Empowerment:** Inspire and guide the team to communicate powerfully to their respective stakeholders.
- **Collaboration:** Work closely with the team to provide support.
- **Commitment:** Dedication to helping drive and communicate the success of participants and the Impact programme.
- **Accountability:** Take responsibility for the outcomes of the marketing and communications for the organisation.

### Relevant Skills

- Mid to high maturity in Te Reo me ngā Tikanga and able to navigate varied cultural environments.
- Strong interpersonal and communication skills.
- Some knowledge of the telecommunications industry and the ability to self-learn.
- Proficiency in Microsoft Office and other administrative tools.
- Strong organisational and multitasking abilities.
- Meticulous attention to detail and accuracy.

### Qualifications and Experience

- Bachelor's degree in marketing, communications or related fields.
- 10+ years of experience in marketing and communications roles.
- Knowledge of the telecommunications sector is preferred but can be learned.
- Experience working with Māori stakeholders.

The company reserves the right to amend the job description, in consultation with you, as business needs change. The tasks and responsibilities in this position description are not exhaustive and the incumbent may be required to undertake duties not included in this document which are broadly in line with the above responsibilities/activities.

Employee Signature: ..... Date: .....

#### Metrics

- Number of events including workshops, courses events, celebrations, gatherings.
- Number of participants attending workshops, courses events, celebrations, gatherings.
- Number of partners supporting workshops, courses events, celebrations, gatherings.
- Positive feedback from participants, public, partners and internal team.

#### Outcomes

- Enhanced visibility of the Impact Programme.
- Successful engagement of Māori in the Impact Programme.
- Successful engagement of Partners in the Impact Programme.