



## Job Description

**Role Title:** Beervana Manager – Permanent Full-time

**Updated:** November 2018

**Wellington Culinary Events Trust:** The Wellington Culinary Events Trust (WCET) was formed in 2014 principally for the purpose of operating the annual Visa Wellington On a Plate (Visa WOAP) festival. Visa WOAP is marketed alongside (and as the annual celebration of) all Wellington’s culinary entities, organisations, events, industry resources and the Wellington food database from throughout the region under one coordinated umbrella.

We’re focused on making Wellington globally famous as one of the most creative culinary destinations in the world. A festival that attracts people from all over New Zealand, Australia and beyond to the cultural, creative and culinary capital to be inspired, uplifted and above all, fed.

Visa WOAP *feeds people’s appetite for life by bringing them together to share different, inspiring and provocative culinary experiences.* Since launching in 2009, we’ve become New Zealand’s largest culinary festival.

The Trust acquired Beervana in April 2015. Beervana is a two-day celebration of craft beer, as close to heaven as beer enthusiasts will ever find. Each year over 14,000 people get amongst over 450 different craft beers from across New Zealand, Australia and beyond, learning, imbibing and celebrating. And although it’s all about beer, it’s not all about beer. Local eateries cook up various delights from delectable dumplings to lip-smacking ribs to accompany an ale.

Most recently the WCET has also taken over the operation of the Road to Beervana (RTB). We can see the opportunity to make this a significant national celebration of beer in the lead up to Beervana.

**Purpose of Role:** The role of Beervana Manager is to manage the Beervana event for the WCET. This includes overseeing the event management and logistics contractors, the coordination of the venue, breweries and international guests. You will work extremely closely with the Marketing & Communications Manager and Communications Manager to deliver the marketing, public relations and digital promotional activities.

This position is also responsible for developing and growing the RTB programme in close collaboration with the Programming Manager. You won’t be camera shy either, from time-to-time you be needed to talk to the media about Beervana.

PROUD TO BRING YOU



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[wcet.org.nz](http://wcet.org.nz)



The Beervana Manager will also work alongside the Sponsorship Manager to deliver on Beervana's obligations to sponsors and external funders and the Project Manager on finance and administrative support.

The Beervana Manager will work closely with the Communications Manager, Marketing & Communications Manager, Programming Manager and Sponsorship Manager to deliver on all our programming obligations.

**Reports to:**

Chief Executive, Wellington Culinary Events Trust

**Direct Reports:**

None

**Contracted Reports:**

Event Management Agency (Avenues Event Management)

- Event Manager

- Beer Manager

- Volunteer Manager

Events Logistics & Service Contractors including RFID, Ticketing, Venue etc

**INTERPERSONAL CONTACTS**

**Internal:**

Close working relationships with all staff across the WCET

**External:**

- Stakeholders including the Wellington Regional Economic Development Agency (WREDA) and the Wellington City Council (WCC).
- A wide range of public, private businesses and individuals associated with or aligned to the culinary, brewing and tourism sectors.

**KEY RESULT AREAS:**

Specific projects and/or work programmes and performance standards will be developed from the annual business plan, discussed with the employee and set annually. The main areas of focus include:

*Strategic Planning*

- Feed into the WCET Strategic Planning process
- Play a key role in setting annual key performance indicators for the WCET activities
- Prepare Event Evaluation reports for WCET activities, as required
- Report to the Board (as required) on programming activity

*Beervana Event Management*

- Oversee the management of all aspects of Beervana including the external logistics management, contracts, glassware orders etc
- Overall responsibility for all meeting action items and debriefs
- With the external logistics agency:
  - Oversee their budgeted responsibilities
  - Coordinate the venue and all related requirements
  - Culinary Programme
  - Entertainment Programme
  - Trade Programme
- Oversee and coordinate the domestic and international guest programme
- Coordinate the participating brewery registration process using the inhouse CMS



- Enlist, curate and manage participating breweries
- Manage ticketing contract with ticketing provider, Ticketek, with Avenues
- Work closely with the Marketing & Communications Manager on the production of all collateral and programme guide requirements
- Manage and deliver the RFID wristband payment system with contracted supplier in consultation with Avenues
- Oversee and coordinate other supporting events for the Beervana programme and other supporting events, such as RTB
- Work with the Marketing Coordinator to deliver the Beervana Merchandise Store (at Beervana) and online store
- Outside of the main Beervana period, the Beervana Manager may work on other events that the WCET leverages in consultation with WREDA
- Complete the annual value-in-kind reporting for the annual report (December each year)

#### *Events Marketing*

- Support the Marketing & Communications Manager in developing the annual Beervana marketing plan. The Marketing Plan should include coordinating the ticket sales campaign, city excitement activity and the development, coordination and uploading of content to digital channels.
- Work with the Communications Manager to ensure that highlights and key messages for the annual Beervana programme are agreed to achieve the desired media coverage outcomes
- Briefing, liaison and management of the creation of the Beervana App. This will include, but is not limited to: brewery, beer & pricing information
- Identify and create a targeted corporate hosting opportunity list and pursue this opportunity with the Sponsorship Manager.

#### *Stakeholder and Partner Relationship Management*

- Key liaison with all brewery and exhibition partners
- Manage the [Info@beervana.co.nz](mailto:Info@beervana.co.nz) email account
- Work in partnership with the beer community to ensure maximum leverage of each other's activities. This includes management and delivery of appropriate marketing collateral
- Work in collaboration with the Beervana external event management agency to deliver the Home Brew competition
- Deliver on Beervana's obligations to sponsors and external funders in collaboration with the Sponsorship Manager including comp tickets and competitions

#### *Budget Management*

- Ensure that you have an understanding of the Beervana budget and executing the projects that you are responsible for within it.
- Ensure that Avenues chase all outstanding exhibitor payments
- Identify potential new revenue streams
- Find efficiencies and cost savings as appropriate

#### *Media Spokesperson*



- Act as the official media spokesperson for Beervana when the Chief Executive is not available or as directed
- Be able to clearly communicate and react under pressure

#### *Innovation*

- Constantly be seeking innovative ways to improve the Beervana offering

#### *Other*

- Manage all general enquiries related to Beervana. This may include, but is not limited to: brewer questions, sponsor questions, general public enquiries and ticket refund/exchange questions
- Undertake other projects as directed by the Chief Executive from time to time
- The Beervana Manager works in an efficient small team environment and may be called on to assist in all tasks including mail outs, answering incoming phone calls and general administration as required.

The position will require some travel (within New Zealand) and after hours' activities associated with meetings, hosting and attending events.

### **SPECIFIC TECHNICAL SKILLS, QUALIFICATIONS & EXPERIENCE**

- At least four years' experience and a proven track record of success and achievement in an event management position.
- A demonstrated ability to manage events, to express a vision with enthusiasm and commitment, to inspire confidence and elicit support from stakeholders and colleagues.
- Demonstrated ability to create and maintain a close-knit relationship with partners that result in benefits to your organisation
- Highly developed communication and interpersonal skills, including the ability to liaise with people at all levels in the business sector
- A comprehensive knowledge of the brewing and culinary industry and the marketing of beer.
- Established relationships in the brewing industry here in New Zealand and internationally, would be advantageous
- A passion for Wellington and our superb culture of hospitality.
- Proven action-oriented capability demonstrated by a track record of project initiation and development that resulted in successful outcomes meeting measurable performance criteria.
- Demonstrated ability to create and maintain a close knit, high performing team that achieves outstanding results within limited finances. The ability to manage novel as well as routine situations.
- Ability to manage multiple projects efficiently and to prioritise competing commitments, preferably with experience in event management.
- Evidence of the ability to embrace technology and to develop new approaches to effective service delivery.
- Proven business skills and demonstrated commitment to action and to delivering projects on time and on budget.
- Strong understanding of social media sites and networks.
- Prepared to work in an open and flexible environment.
- Self-starter who is positive, energetic and prepared to that extra bit to get the job done.



## **KEY COMPETENCIES/ BEHAVIOURS**

### **Communication**

- Tertiary qualifications in a related discipline would be highly regarded.

**Communicates information clearly, adjusting the way they communicate to suit the intended audience.**

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Can write in a style that is grammatically correct, well organised and easily understood.
- Communicates technical information and/or complex information in an easy to understand manner.
- Uses appropriate listening techniques to show interest.
- Shares information willingly with others.
- Presents arguments logically and summarises accurately.

### **Relationship Management/ Customer focus**

**Proactively has an awareness of and acts to meet customer/ client needs.**

- Helpful and honest when dealing with clients
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service.
- Seeks opportunity to interact with clients.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.

### **Work Organisation**

**Effectively organises all aspects of work in order to achieve high quality and timely output.**

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Negotiates workload and priorities.
- Uses available resources and tools as appropriate (computers, things to do lists etc.).
- Keeps manager informed of plans and actions.
- Addresses or escalates conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.
- Is able to multi-task without compromising work quality.

### **Initiative, Analysis & Problem Solving**

**Uses relevant information in analysis of issues and applies reason to reach conclusions from which practical recommendations are made.**

- Takes ownership of problem and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications, including political implications, of decisions.
- Takes action.

### **Teamwork**

**Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives**

- Takes a lead role in wider team culture and development programmes.
- Acknowledges the contribution of others and participates effectively in teams.
- Addresses the issue rather than the person.



- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints.
- Resolves differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Seeks feedback from other team members.
- Is highly motivated and energetic and has “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.

### **Financial Management**

**Effectively uses financial resources to achieve outputs. Applies overall understanding of financial issues and takes financial information into account when making decisions.**

- Plans and negotiates budgets to ensure the business unit has the resources to effectively deliver agreed outcomes.
- Monitors and manages finances to remain within acceptable variances and takes appropriate action to report on variances/expenditure.
- Seeks value for money in all transactions and seeks to make the best use of all available resources.
- Plans for and manages risks and contingencies.
- Establishes administrative systems to allocate, prioritise and monitor specific areas of resource responsibility.
- Reports to the WCET Trust Board in a timely manner and identifies any risks.

### **Staff Management & Leadership**

**Enables staff and contractors to work effectively as a team.**

- Understands and adheres to HR policies and processes.
- Encourages and fosters an open, honest and participative environment for staff and contractors.
- Is approachable and encourages staff discussion
- Manages and values diversity i.e. supports and takes into account individual needs and differences (culture, gender, personal circumstances).
- Effectively manages and allocates staff and contractors workload.
- Provides appropriate support (i.e. direction, delegation) to enable staff and contractors to deliver individual and team outputs.
- Negotiates and agrees clear performance expectations with staff and contractors.
- Gives staff and contractor’s honest, regular and constructive feedback and coaching on their performance.
- Addresses staff training and development needs to ensure people capability is continually improved.
- Successfully communicates the goals of the organisation to staff and contractors in a manner, which supports the vision and encourages people to achieve that vision.
- Inspires and motivates staff and contractors.

### **Attitude**

- An ability to welcome change, meet a challenge, take up new ideas and identify emerging trends.
- A planned and organised approach to business and management.
- An ability to prioritise tasks, focus on urgent issues and maintain momentum on others.
- An ability to motivate, empower and enthuse



- A capacity to work within a dynamic environment
- A willingness to assist with all tasks and across different functions as required ensuring the organisation's objectives are met.