



Job Description

Role Title: Events Internship
Fixed Term – Mid June – Mid September 2019
Updated: May 2019

Wellington Culinary Events Trust: The Wellington Culinary Events Trust (WCET) was formed in 2013 principally for the purpose of operating the annual Visa Wellington On a Plate (VWOAP) festival. VWOAP 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.

VWOAP 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 16,000 people get amongst over 375 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.

In 2019 WCET launch Highball which is an immersive celebration of cocktails and spirits, where you can explore fine spirits, creative cocktails and other libations, presented by local and international distilleries, as well as the best of Wellington’s cocktail bars and talent.

Purpose of Role: The role of Events Intern has been designed to provide hands-on experience at events marketing to a person keen to develop their skills in events and understand how events really work! Experience will be gained across many facets of our events delivery including marketing, ticketing, participant relations, sponsorship, sales and reporting. It’s been designed to suit a student to gain work experience across 12 weeks. This role has not been designed to become a full-time ongoing role; it is fixed term.

PROUD TO BRING YOU



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wcet.org.nz



Reports to: Marketing & Communications Manager, Wellington Culinary Events Trust
Direct Reports: None
Contracted Reports: None

INTERPERSONAL CONTACTS

Internal: Close working relationships with the whole WCET team.

External:

- Customers
- Event Participants
- External contractors and suppliers
- Sponsors and Partners

KEY RESULT AREAS: Specific projects and/or work programmes and performance standards will be developed from the business plan, discussed with the employee. The main areas of focus may include, but will not be limited to:

Sponsorship-related tasks

- Assisting with corporate hosting over Beervana and where relevant VWOAP and corporate ticketing enquires (sending out tickets)
- Sending out tickets to sponsors and liaising with them re what session they want for Beervana and sending their VWOAP tickets
- Ensuring sponsor activity is photographed for post campaign reports
- Post campaign reports – Pulling together stats on social posts and capturing all sponsor activity for reports
- Chasing sponsors for social and eDM assets and approvals
- Booking hotel rooms

Beervana-related tasks

- Info Wrangling - Information from Breweries and food venues, beer lists and food menus pulled from our registration database and subsequent info gathering.
- Invoices Chasing
- Road to Beervana info sorting - Some help organising all the info and data
- Beervana Merchandise Stand - coordinating deliveries, managing PosBoss loading, selling goods with the team

Marketing-related tasks

- Assisting with ticketing process
- Marketing projects – general support where required
- Reporting
- Event logistics support – planning and on site delivery

Other

- Providing support for staff (as required).
- Undertaking other projects as directed by the Marketing & Communications Manager from time to time
- The Events Intern 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.



Some after hours' work may be required.

**SPECIFIC TECHNICAL
SKILLS,
QUALIFICATIONS &
EXPERIENCE**

This Events Intern role would suit an events or marketing student:

- In their final year of study keen to get some hands-on experience (i.e. where work experience is part of your curriculum) *NB. We are happy if this experience is included as part of your final assessment*
- Who is able to work a minimum of 30 hours per week
- A team player who's keen to learn with a positive attitude
- A people-person – we are looking for someone who is a good communicator and will enjoy working in our open plan office environment
- Demonstrated experience of business writing skills
- A passion for Wellington and our superb culture of hospitality.
- Ability to manage multiple projects efficiently and to prioritise competing commitments, i.e. you will have good time management and show initiative
- Self-starter who is positive, energetic and prepared to that extra bit to get the job done.

