



## Job Description

**Role Title:** Communications Manager - Permanent Full-time

**Updated:** November 2021

**Wellington Culinary Events Trust:** The Wellington Culinary Events Trust (WCET) is a not for profit formed in 2014 to promote the Wellington region as the premium New Zealand destination for culinary experiences.

The Trust works across consumer, industry and partner channels to showcase the very best of the Wellington culinary and hospitality community via a range of culinary and brewing events and activities, including Visa Wellington On a Plate, Beervana and Highball.

Our experiential events attract people from all over New Zealand, and internationally to the cultural, creative and culinary capital to taste the delicious creativity of our region.

We also work with other regions and destinations to help them identify their own culinary USP through our consulting arm Food + Drink New Zealand.

**Purpose of Role:** The role is responsible for taking a strategic and long-term approach to PR and communications planning and execution.

Day to day this means being responsible for the planning and implementation of all public relations activities and relationships related to the activity of WCET and occasionally Food + Drink New Zealand. This includes PR for events Visa Wellington On a Plate, Beervana and Highball.

The role also manages the execution of contracted sponsor and partner PR and communications deliverables.

This role creates content for owned and paid channels, commissions and earns editorial, hosts media, manages press kits, previews, and launches, and contributes to building the reputation of the WCET as a trusted source.

This role works under the guidance of the senior management team and to the organisations strategic business plans, and has ownership over reported KPI's.

From time to time you will act as a spokesperson for the organisation and represent the WCET at various public forums.

**Reports to:** Head of Marketing & Communications Manager, Wellington Culinary Events Trust

### PROUD TO BRING YOU



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



**Direct Reports:** None

**Contracted Reports:** Influencers, photography and videography as required

**INTERPERSONAL CONTACTS**

**Internal:** Close working relationships with all staff across the WCET and Food + Drink New Zealand

**External:**

- Stakeholders including WellingtonNZ and the Wellington City Council (WCC).
- Key sponsors and partners including Visa, Garage Project, Tommy's Real Estate Wellington, Liquorland and others
- 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 including setting annual key performance indicators for PR results
- Proactively identify opportunities that position WCET and the individual activities of the Trust as an influential, respected and knowledgeable organisation in the areas of culinary tourism and culinary festival events (a trusted source)
- Prepare public relations & communications evaluation reports for all WCET activities
- Report to the Head of Marketing & Communications, Head of Programming and Events and CEO on public relations and communications activity. This may include reporting to the Trust Board.

*Public Relations & Communications Management*

- Overall management of all public relations and communications activities related to the events run by WCET from planning to execution and reporting
- Create annual public relations & communications plans for all WCET properties in consultation with relevant internal and external contacts in line with budget expectations and success measures
- Identify and foster positive relationships with key national and international media that positions Wellington as the Culinary Capital and WCET as an influencer in culinary tourism
- Produce copy and content for owned channels and collateral such as annual programme guides, blogs, videos, eDMs, website content as part of our Always On strategy
- Manage day-to-day media enquiries and ensure adequate risk management plans are in place as agreed with the Head of Marketing & Communications, Head of Programming and Events, and CEO
- Work in collaboration with the Sponsorship Manager to prepare the public relations and communications elements of all sponsor proposals, as required
- Complete annual public relations & communications report for all WCET properties in a timely manner.

*Events Public Relations & Communications*

Work closely alongside the Sponsorship Manager to ensure that:



- leverage opportunities of sponsor assets to the benefit of all WCET properties are identified (i.e. selling in sponsor-initiated activations, PR opportunities)
- the annual public relations & communications plans for all WCET properties deliver to sponsor requirements and leverage all the assets made available through commercial partnerships

Work closely with the wider Marketing and Communications team to ensure that:

- Public relations & communications plans are implemented for one-off activities and events that are commissioned or developed for/by the WCET. This may include international works and/or installations that may have their own public relations & communications guidelines that need to be adhered to.

#### *Stakeholder and Partner Relationship Management*

- Be a key contributor to the Always On strategy
- Be the PR liaison with industry participants and partners
- Be a brand and tone of voice champion and provide quality assurance on all communications

#### *Budget Management*

- Manage any allocated budgets in a prudent manner and identify key ways to maximise the return on our investment for specific managed projects
- Report on expenditure in a timely way and as required
- Find efficiencies and cost savings as appropriate.

#### *Project Management*

- Deliver other key WCET marketing projects, as directed by the Chief Executive and/or Head of Marketing & Communications, such as:
  - the updating of WCET Profile document
  - managing WCET owned projects as agreed as part of the annual business planning process
  - leading the WCET involvement and creating platforms for the hospitality sector to participate in other Wellington events, such as the NZ Festival, WOW etc. Work in liaison with WellingtonNZ to deliver these

#### *Other*

- Provide support for the Head of Marketing & Communications and undertake projects as required
- Ensure that all CRM, media tracking and reporting databases relevant to the WCET's activities are kept up-to-date
- 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 five to seven years' experience and a proven track record of success and achievement in PR or communications management environment
- Experience in a commercial business or not for profit is preferred
- Experience in food, culinary tourism and/or destination marketing is desirable
- Established media landscape knowledge and existing relationships throughout local/national and international food and tourism media
- Demonstrated ability to create and maintain a close-knit relationship with key media partners that result in tangible benefits to the organisation
- Strong demonstrated experience of effective creative, copywriting and content development, as well as business writing skills
- Highly developed communication and interpersonal skills, including the ability to liaise with people at all levels in the business sector, in government and in the



- community
- Knowledge of the culinary and brewing industry and an understanding of PR in this sector would be highly advantageous
- A passion for the Wellington region 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
- Resilience and adaptability to change
- Demonstrated ability to work within a high performing team that achieves outstanding results with constrained resources. The ability to manage novel as well as routine situations.
- Ability to manage multiple projects efficiently under pressure and to prioritise competing commitments
- Proven business skills and demonstrated commitment to action and to delivering projects on time and on budget
- Prepared to work in an open and flexible environment, where trust and honesty are paramount
- Self-starter who is positive, energetic and prepared to that extra bit to get the job done
- Tertiary qualifications in a related discipline would be highly regarded.

**KEY COMPETENCIES/  
BEHAVIOURS**

**Communication**

**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 and can 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, assess risk and take action
- Considers potential implications, including political implications, of decisions

#### **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 and Risk 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.
- Identifies risk and reports to the Head of Marketing & Communications and CEO in a timely manner.

#### **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.