



Job Description

Role Title: Sponsorship Manager - Permanent Full-time

Updated: September 2017

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 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 the Sponsorship Manager is to manage all the sponsorship and key partnerships of the WCET and assets, i.e. acquisition, maintenance and retention of sponsors for VWOAP, Beervana, Road to Beervana and other events (as required). The Sponsorship Manager will also ensure that all agreed sponsor benefits are being delivered by sponsors to the WCET and assets. This will include management of all the sponsorship administration and negotiations (with support of Chief Executive).

The Sponsorship Manager will also assist the Chief Executive with responsibilities when they are not available.

PROUD TO BRING YOU



Level 1, 157 Vivian Street, Te Aro,
Wellington, New Zealand
PO Box 25009, Featherston Street,
Wellington 6146, New Zealand

wcet.org.nz



The Sponsorship Manager will work closely with both the Beervana Manager and the VWOAP Marketing Manager (WREDA) to deliver on all our obligations to sponsors and external funders and the Administration Coordinator on finance and administrative support.

Reports to: Chief Executive, Wellington Culinary Events Trust

Direct Reports: None

Contracted Reports: Events Logistics & Service Contractors including ticketing provider/s

INTERPERSONAL CONTACTS

Internal: Close working relationships with Beervana Manager, VWOAP Marketing Manager (WREDA) and Project Manager.

External:

- Current and potential sponsors, funders and stakeholders.
- 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:

Sponsor Management

- Oversee the overall management of all sponsor relationships (commercial or otherwise) in collaboration with the Chief Executive
- Develop and manage a formal Sponsorship Strategy for the WCET in line with budget expectations and requirements that sets out growth projections, internal success measures for our partnerships and sets targets for renewal or replacement
- Identify new sponsorship acquisition opportunities and targets for all WCET properties (VWOAP, Beervana and RTB)
- Ensure that sponsor renewal discussions are initiated in a timely fashion (i.e. develop a sponsor renewal calendar)
- Prepare all sponsor proposals, agreements, correspondence and paperwork as required in a timely manner
- Information preparation for funding papers and requests to district council partners, community trust funders and other potential funding sources
- Maintain professional and regular contact relationships at all times with existing sponsors
- Prepare Event Summary Reports of WCET properties (Investment and Impact Reports) for all sponsors
- Identification of leverage opportunities of sponsor assets to the benefit of all WCET properties (i.e. selling in sponsor-initiated activations, contra advertising spend and gifting of media buy)
- Report to the Board (as required) on sponsorship activity and acquisition progress



Events Marketing

Work closely alongside the Beervana Manager, VWOAP Marketing Manager (WREDA) and VWOAP Festival Director to ensure that:

- the public relations contracts achieve the desired media coverage outcomes required for and of sponsors and commercial partners
- the annual marketing plans for all WCET properties deliver to sponsor requirements and leverage all the assets made available through commercial partnerships
- sponsor requirements are considered in the briefing, liaison and management of the creation of all relevant WCET property collateral, including printed material such as programme guides, digital content and templates, mini sites and social media activity.

Stakeholder and Partner Relationship Management

- Key liaison with all sponsors and partners
- Work in collaboration with the Beervana Manager and the VWOAP Marketing Manager (WREDA) to ensure that the Trust delivers on our obligations to sponsors and external funders including comp tickets and competitions

Budget Management

- Manage the budgets and identify key ways to maximise the return on our investment for specific managed projects
- Chase all outstanding sponsor payments
- Identify potential new revenue streams
- Find efficiencies and cost savings as appropriate

Project Management

- Deliver other key WCET marketing projects, as directed by the Chief Executive, such as:
 - the update 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 WREDA to deliver this

Other

- Providing support for the Chief Executive (as required).
- Undertaking other projects as directed by the Chief Executive from time to time
- Ensure that all sponsor databases relevant to the WCET's events marketing activities are kept up-to-date
- The Sponsorship 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 sponsor meetings, hosting and attending events.



SPECIFIC TECHNICAL SKILLS, QUALIFICATIONS & EXPERIENCE

- At least five years' experience and a proven track record of success and achievement in a management position.
- Experience in a commercial business environment would be preferred.
- Demonstrated ability to create and maintain a close-knit relationship with partners that result in benefits to your organisation.
- Demonstrated sponsorship acquisition and management experience.
- 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.
- Strong demonstrated experience of business writing skills
- A comprehensive knowledge of the culinary and brewing industry and an understanding of marketing in this sector.
- 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.
- 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.
- 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 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.