

POSITION DESCRIPTION

1. POSITION IDENTIFICATION

Title	Events and Marketing Manager
Functional Area	Administration
Reports to	General Manager
Salary	TBC
Employment Status	Permanent Full Time (35 – 40 hours)
Hours	Flexible: Monday to Sunday as required - determined by event timing

2. POSITION OBJECTIVE

The Events and Marketing Manager will be responsible for the seamless delivery of the events programme for Racing Tauranga, including all race days (13 per year) and client events held at the Function Center; and further developing the Marketing Strategy to promote racing and increase revenue from the Function Center.

3. COMPETENCIES REQUIRED

The following competencies are required for this position:

Marketing	<ul style="list-style-type: none"> • Accountable for developing and implementing Racing Tauranga's marketing strategy to promote both racing and the Function and Events Center • Manage Racing Tauranga's website and social media activity • Proactively manage the Club's branding, database management, PR and event management • Ensure engagement with Club Members, Board Members, Sponsors, Trainers and other stakeholders through regular communication
Events	<ul style="list-style-type: none"> • Take the lead role in delivering the events programme, including all racedays (13 per year) and client events held at the Function center: end-to-end, on time and within budget • Work closely with clients and sponsors to deliver events that exceed expectations

	<ul style="list-style-type: none"> • Organize all event staff and resources including, but not limited to; security, caterers, hospitality staff, cleaners, MC's, sound technicians, casual staff. • Develop comprehensive risk management procedures for each event • Maintain an events calendar • Manage facilities and services during the delivery of the event • Attend all Race Day Meetings • Attend relevant public events and meetings • Produce succinct post-event reports
Sales	<ul style="list-style-type: none"> • Work with the General Manager to increase revenue from the Function Center • Responsible for showing prospective clients through the Function Center, listening to their requirements and producing sales proposals tailored to their budget • Work with Food 101 to come up with catering options to meets clients' needs • Follow up leads promptly and proactively, providing answers to questions and overcoming objections • Create sponsorship and sales proposals • Proactively source sponsors for Fashion in the Fields and other race-day promotions
Office Administration	<ul style="list-style-type: none"> • Assist the General Manager with the day to day running of the Office, including taking phone calls, reception duties, organizing couriers and any related duties. • To take the minutes of monthly Board meetings and the Annual General Meeting
Other Duties	<ul style="list-style-type: none"> • Undertake other tasks as required by the General Manager from time to time.
Initiative & Enterprise	<ul style="list-style-type: none"> • Proactively examine work practices with view to saving time and or improving efficiencies.

5. PERSON SPECIFICATION QUALIFICATIONS/KNOWLEDGE/EXPERIENCE

Qualifications – Desirable:

Tertiary qualification in Marketing & Sales
or other relevant tertiary qualifications

Knowledge, Skills & Experience (Essential):

Contemporary social media skills
Understanding of or experience in the
execution of Sales and Marketing strategies
(minimum of 3 years)

Knowledge, Skills & Experience (Desirable):

3-5 years in a similar role in the Racing
Industry.
Successful relationship management with
National bodies or volunteer organization.

6. ORGANISATIONAL RELATIONSHIPS/AUTHORITY

ORGANISATIONAL RELATIONSHIPS

Reports to:	General Manager
Manages:	Nil staff
Internal Contacts:	General Manager, Board of Racing Tauranga, Club members, Food 101, BOP Harness, TESA
External Contacts:	Sub-Contractors, Sponsors, caterers, NZTR, NZRB

ORGANISATIONAL AUTHORITY

Decisions made in the position:	Purchasing of essential supplies for sales & marketing requirements
Decisions referred:	all others

7. OCCUPATIONAL HEALTH AND SAFETY

Employees are responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control
- Active participation in activities associated with the management of workplace health and safety
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace
- Correct utilization of appropriate personal protective equipment as when required

8. GENERAL RESPONSIBILITIES

To be proactive, willing and contributing member of the team at all times.

To ensure that the office is running efficiently and smoothly at all times

To communicate in a fair and clear manner at all times when carrying out the duties of this role.

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.