



POSITION DESCRIPTION & PERSON SPECIFICATION

Position	Business Events Administrator
Reporting to:	Convention Bureau Manager
Team:	Business Events
Location:	Hamilton
Staff responsibility:	None
Date:	September 2018

COMPANY OVERVIEW

Hamilton & Waikato Tourism (HWT) is the official tourism organisation for the Hamilton & Waikato Region. Our role is to promote the city and region as an attractive destination to international and domestic visitors in order to support the economic sustainability of the region's communities

POSITION PURPOSE

To provide administrative and sales support to the Convention Bureau Manager to promote the Hamilton & Waikato region as a business events destination. Assist with developing and booking itineraries, preparing proposals and responding to enquiries, organising events, managing a CRM system, preparing reports, facilitating and hosting visiting business event organisers and clients, and attending sales calls, events and trade shows.

KEY ACCOUNTABILITIES

The **Business Events Administrator** will support:

Convention Bureau:

- Provide general administrative support to the Convention Bureau Manager
 - Manage and maintain Convention Bureau client and sales database, image library and partner/product information
 - Prepare internal and external reports on Convention Bureau activity
 - Prepare proposals and bid documents
 - Respond to enquiries in a timely fashion
 - Distribute Convention Bureau leads to partners as directed
 - Follow up sales enquiries as directed
 - Assist with the Convention Bureau's presence at various tradeshow and events
 - Assist with the development and production of collateral
 - Assist with communications to Convention Bureau partners and clients
 - Represent Hamilton & Waikato Tourism at industry updates and networking functions where appropriate
 - Develop and book itineraries for client familiarisation visits and liaise with partners and suppliers
 - Research and qualify potential business events
 - Assist with client hosting and familiarisation visits as necessary
 - Conduct meetings and sales calls as required
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- Attend networking and sales events as required
- Assist the Convention Bureau Manager as necessary when the Convention Bureau Manager is away from the office on business

DIMENSIONS

Staff Reports	<ul style="list-style-type: none"> • Direct reports: Nil • Indirect reports: Nil
Communication	<p>Communicates information clearly, adjusting the way they communicate to suit the intended audience</p> <ul style="list-style-type: none"> • Uses interpersonal skills to communicate effectively to a wide range of audiences • 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 ☒
Relationship Management/Customer Focus	<p>Proactively has an awareness of and acts to meet customer/ client needs.</p> <ul style="list-style-type: none"> • Helpful and honest when dealing with clients • Provides clients with the appropriate levels of information in a timely fashion • Strives to be consistent and professional in customer service delivery • Proactively seeks opportunity to interact with and assist 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	<p>Effectively organises all aspects of work in order to achieve high quality and timely output.</p> <ul style="list-style-type: none"> • Plans work effectively in order to meet deadlines set by projects/managers or clients • Prioritises workload and projects • Regularly keeps manager informed of plans and actions • Addresses escalating or conflicting demands • Ordered and methodical in the way they approach their work • Has the ability to work under pressure and deliver quality work, and multiple projects within short time frames • Is flexible enough to work in a rapidly changing environment • Is creative and innovative
Initiative, Analysis & Problem Solving	<p>Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.</p> <ul style="list-style-type: none"> • Takes ownership of problems or issues and develops solutions and plans of action • Uses a range of information gathering techniques to identify all relevant information to inform making a decision • Considers potential implications of decisions • Takes action after consultation with CEO

WORKING RELATIONSHIPS

Frequent People Contact	Nature of contact
Convention Bureau Manager	<ul style="list-style-type: none">• Manager, direction, advice
Company Staff	<ul style="list-style-type: none">• Peers, direction, support
Customers/Distributors	<ul style="list-style-type: none">• Manage customer relationships where appropriate, advice and information
Public	<ul style="list-style-type: none">• Manage relationships where appropriate, advice and information

PERSON SPECIFICATION

1. Qualifications required for the position

- A tertiary qualification is desired but not essential

2. Skills, knowledge and experience

- Strong organisational and time management skills
 - Proven self-starter with successful track record in an administration or events role
 - Excellent interpersonal, sales, communication and presentation skills
 - Intermediate-level computer skills
 - Immaculate personal presentation
 - Sales experience
 - Results driven with a positive, energetic attitude and prepared to go the extra mile
 - A passion for Hamilton & Waikato and the development of the region as a visitor destination
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