



## Job Description

<b>Role Title</b>	<b>General Manager</b>
<b>Location</b>	Wellington
<b>Reports to</b>	Chair of the Board of Trustees
<b>Date</b>	November 2023
<b>Direct Reports:</b>	Head of Marketing & Communications Head of Business Development Finance Manager Visa WOAP Manager Beervana Manager Office Manager & Event Support
<b>Key internal contacts:</b>	Close working relationships with all staff and WCET Trustees.
<b>Key external contacts:</b>	Stakeholders and Partners including WellingtonNZ, the Wellington City Council, and commercial partners including Visa.
<b>Wellington Culinary Events Trust:</b>	<p>The Wellington Culinary Events Trust (WCET) is an independent not-for-profit trust that presents the iconic events Visa Wellington On a Plate and Beervana.</p> <p>We mobilise our skills in culinary innovation and relationships creating IP that can be shared for the good of the sector. Our work is proven in Wellington and has the potential to be exported to the rest of New Zealand and even the world.</p> <p><b>We exist to promote Wellington city and region as the premium New Zealand food and beverage destination.</b></p>
<b>Purpose of Role:</b>	This could possibly be the best job in Wellington.



The General Manager of the WCET exists to lead and nurture the biggest and best events of their kind in New Zealand. Together with the creative and hardworking WCET team, this role seeks, identifies and amplifies the amazing food & beverage individuals and businesses in Wellington, providing events platforms that champion innovation and boost businesses, making them the envy of other cities.

#### **RESPONSIBILITIES:**

As part of a small and focused team, the General Manager keeps the organisation humming. The main areas of focus include:

- Strategy & Execution
- Innovation & creative exploration
- Stakeholder Management
- People Leadership
- Commercial Management

This is very much a hands-on role. As part of a small team, the General Manager is expected to be an active contributor to the work, complementing the rest of the team and rolling sleeves up when required during the events season.

#### **Strategy & Execution**

Being the conduit between the Board and operational team, the General Manager is able to maintain steady momentum, keeping the organisation riding the wave of success. Specifically you will:

- Work with the Board to set the organisation's vision and strategy
- Formally report to and communicate with the Board
- Create a narrative to share the strategy, bringing people (internally and externally) on the journey
- Ensure the team is structured and empowered to deliver on the strategy
- Ensure the Trust is delivering well to the needs of all of our stakeholders

#### **Innovation & creative exploration**

The General Manager is the visionary who sees what could be, and finds a way to turn it into reality. Building strong connections



with the food & beverage industry, they can spot trends and act quickly to harness these for the good of the industry through the Trust's activities. This means:

- You create, support and nurture a highly creative environment and team
- You create opportunities to build relationships across the sector to drive the purpose of the Trust
- You are agile, nimble and able to adapt to a ever-changing event environment.

### **Stakeholder Management**

Wellington is in our name, so the General Manager must establish and maintain a deep and trusted partnership with the city, including WellingtonNZ, and the councils of the city and surrounding districts. They are not just significant funders of our work, but also share the vision and enthusiasm for the region. In addition, working with the Sponsorship Manager to nurture the longstanding relationship with Visa as the primary event sponsor is vital. The General Manager will work to advocate for the food & beverage sector, while also aligning our vision with theirs. You must:

- Be able to foster prosperous relationships that benefit the kaupapa of the Trust
- Work with your team, specifically the Head of Business Development, to ensure all reporting is delivered on time and as required

### **Commercial management**

Any organisation needs to be financially robust to survive the tough times and thrive in the good times. The General Manager understands this, and will work with the Finance Manager and senior leaders within the Trust to ensure the organisation is structured appropriately, funded sustainably and manages costs fastidiously. The need for agility is paramount so that the organisation can anticipate and respond to the economic winds of the time.

- Negotiation will be the happy place of this person.
- You will have experience in working across a team with broad priorities and managing budget limitations



## **SKILLS & EXPERIENCE**

### **Preferred:**

- Experience and a proven track record of success and achievement in Senior Management positions.
- A demonstrated ability to lead, to express a vision with enthusiasm and commitment, to inspire confidence and elicit support from stakeholders and staff.
- 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.
- Proven 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.
- Experience in developing and building partnerships with large corporate partners.
- Ability to manage multiple projects efficiently and to prioritise competing commitments
- Evidence of the ability to embrace technology and to develop new approaches to effective service delivery.
- Proven financial management acumen and demonstrated commitment to action and to delivering projects on time and on budget.

### **Desirable:**

- A comprehensive knowledge of the culinary industry, the decision-making processes at local Government and the marketing of food and beverage products and services relevant to the food and beverage industry.
- Experience in event management.
- Qualifications in a related discipline would be highly regarded.



## ATTRIBUTES

Communication	Communicates information clearly, adjusting the way they communicate to suit the intended audience.
Relationship Management/ Customer focus	Proactively has an awareness of and acts to meet customer/client needs. Having a background in service-oriented roles, will always keep the customer at the forefront of their world
Work Organisation	Effectively organises all aspects of work in order to achieve high quality and timely output.
Initiative, Analysis & Problem Solving	Uses relevant information in analysis of issues and applies reason to reach conclusions from which practical recommendations are made.
Teamwork	Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives
Financial Management	Effectively uses financial resources to achieve outputs. Applies overall understanding of financial issues and takes financial information into account when making decisions.
Staff Management & Leadership	Enables their staff to work effectively as a team.
Attitude	Can-do and optimistic. An ability to welcome change, meet a challenge, take up new ideas and identify emerging trends.

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[WCET.ORG.NZ](http://WCET.ORG.NZ)

WCET  
Level 1, 13 Egmont Street,  
Te Aro, Wellington 6011  
New Zealand

PO Box 24101,  
Manners St, Wellington,  
New Zealand 6142