

## **JOB DESCRIPTION – GENERAL MANAGER, EVANZ**

**TITLE OF POSITION:** General Manager, Entertainment Venues Association of NZ (EVANZ)

**REPORTS TO:** EVANZ chairman and board

**LOCATION:** Flexible (work remotely)

### **KEY RELATIONSHIPS/STAKEHOLDERS:**

**Internal:** Chairman  
Board Members  
EVANZ Sub Committees and Representatives

**External:** EVANZ Venue Members  
EVANZ Partners and Associate Members  
Partner and Industry Associations  
Government Agencies

### **BACKGROUND:**

EVANZ (The Entertainment Venues Association of New Zealand) is a professional industry organisation representing the entertainment venues of New Zealand. With a nationwide membership including theatres, event centres, outdoor stadia and convention centres, our mission is to inspire excellence in the entertainment venues industry by facilitating the sharing of information, enhancement of skills and development of best practice.

### **JOB PURPOSE:**

The General Manager of EVANZ is responsible to the EVANZ board for the delivery and on-going development of EVANZ nationwide. In addition to managing the administrative and marketing activities required to effectively run the association on a day-to-day basis, the General Manager is responsible for delivering the three-year strategic plan focused on sustainability, development and engagement.

### **KEY RESPONSIBILITIES:**

#### **Leadership and Management**

- Ensure all business affairs of EVANZ are conducted to the highest standard.
- Execute the Strategic Plan and provide quarterly updates to the board.
- Maintain administrative best practice and ensure all necessary policies and procedures are in place.
- Ensure all obligations relating to running an Incorporated Society are fulfilled.
- Effectively manage a part-time administrator and other contractors as necessary, providing clear guidance and monitoring performance.
- Develop a culture of innovation, excellence and professionalism across all EVANZ activities.

## **Strategy and Implementation**

- Assist the board to develop, implement and maintain the Strategic Plan.
- Agree with the board the appropriate KPIs against which to measure the performance of EVANZ and its programmes.
- Manage the EVANZ board and Sub Committee activities according to the Strategic Plan and KPIs.

## **Stakeholder Relationships**

- Build strong and effective working relationships with:
  - The EVANZ board
  - EVANZ partners (sponsors)
  - Venue and Associate Members
  - Partner Associations (PANNZ, ETNZ, APACA, NZEA, VMA, MTNZ, CINZ)
  - Government Agencies.
- Be the face of EVANZ to the venue industry and the public.
- Maintain effective communications with all stakeholders.
- Maintain effective relationships with contractors, suppliers, service providers and other business networks as required.

## **Funding and Partnership**

- Develop new and diverse revenue streams to underpin delivery of EVANZ programmes, services and activities.
- Actively seek appropriate partnership and advertising revenue for EVANZ.
- Ensure EVANZ complies with all partnership contracts and agreements.
- Research and prepare funding applications and proposals.
- Ensure all reporting requirements of funding agencies are met.

## **Planning, Budgeting and Reporting**

- Manage EVANZ activities in a transparent, efficient and profitable way.
- Prepare an annual business plan based on the strategic plan.
- Prepare and manage the annual budget.
- Provide an accurate quarterly report to the board on progress against the business plan and budget.
- Provide the board with quality and timely information to enable effective decision-making.
- Develop and maintain appropriate systems, processes, practices and records.
- Plan, prepare and organise the EVANZ Annual General Meeting, quarterly board meetings and any other meetings that may be required.
- Maintain compliance with legal, employment, H&S and other statutory compliance obligations.

## **Membership**

- Develop and maintain a member-focused approach to all EVANZ activities.
- Consistently work to grow value for EVANZ members.
- Establish EVANZ as a valued industry organisation providing tangible benefits to attract and retain members.
- Implement strategies to grow the membership.
- Lead the planning and delivery of all EVANZ events including the annual conference and awards programme.

## **COMPETENCIES/ATTRIBUTES**

- Experience managing an association and/or working with a board of directors.
- Strong event management experience.
- Commercial/business acumen.
- Proven management skills.
- Strong relationship-building skills.
- Marketing skills including knowledge of website content management systems and social media.
- Budget management skills including knowledge of Xero.
- Database management experience and knowledge of cloud-based database and/or membership systems.
- Ability to work autonomously.
- Knowledge of, or a strong empathy for, the venue industry.
- Ability to source funding and sponsorship.