

Position Description: Events and Learning Manager

Title:	Events and Learning Manager
Reports To:	Head of Advocacy and Strategy
Location:	57 Kilmore Street, Christchurch
Date Completed:	August 2026
Internal Relationships:	Chief Executive, Chief Operating Officer, Head of Advocacy and Strategy, Marketing Manager, Digital Systems Manager, Marketing Coordinator, Manufacturing Business Advisor, HR/ER Consultant, Business & International Trade Advisor, Operations and Partnership Coordinator
External Relationships:	Members, customers, member and customer prospects, other Chambers, external Presenters, Facilitators, Event and Learning and Development Suppliers, Business Canterbury Partners, Regional Business Partner Programme
Direct Reports:	Events Manager, Learning and Events Administrator

Purpose of Events and Learning Manager

Background

The Events and Learning Manager is a senior event management role that also leads Business Canterbury's events and learning team. Reporting to the Head of Advocacy and Strategy, the role translates what we hear across the Canterbury business community into events and training that build capability, create connection, and strengthen the business community and the environment in which they operate.

This is a senior, hands-on event management role with a team leadership overlay. You will lead the delivery of Business Canterbury's events, and you are also accountable for the Events and Learning team, for the events and learning budget, and for setting the direction of our events and aligning them with our learning programmes and wider organisational strategy.

You decide what we deliver, in what formats, and for who, and you are equally responsible for turning those decisions into a well-run calendar. Your time is weighted towards on-the-tools event delivery, from concept and planning through to on-the-day execution and debrief, balanced with leading and developing the team, managing the budget, and continually improving our processes so we deliver efficiently.

Business Canterbury sits at the heart of the region's business community. That gives you early visibility of the issues and opportunities facing Canterbury businesses, and this role converts that visibility into a programme that responds quickly and resonates across our business community through the right topics, formats and targeted at the right people, at the right time. Strong systems, partnerships and effective use of technology and AI make that possible at scale.

Position Objectives

- Lead the planning and delivery of Business Canterbury's events to a consistently high standard.
- Lead and develop a high-performing events and learning team, growing capability across the function.
- Set the direction of our events and ensure they align with our learning programmes, including what we deliver, for who, in what formats and at what price, and review that mix regularly.
- Manage the events and learning budget and deliver commercial performance against revenue, margin, attendance, sponsorship and partnership targets.

- Convert insight from across the business community, particularly through our advocacy work, into programmes that meet real and emerging needs.
- Continue to build the reputation of our events and training so they remain recognised as the best of their kind in the region.
- Turn strategy into delivery through robust systems, planning and the effective use of technology and AI.
- Develop partnerships and pathways that extend the reach, quality and commercial strength of the programme and connect it to Business Canterbury's wider services.
- Continuously improve our systems and processes, reviewing them regularly to drive efficient delivery, customer impact and commercial outcomes.

The Role will include the Following Areas of Responsibility:

- Team Leadership
- Events Direction and Learning Alignment
- Budget and Commercial Performance
- Event Delivery and Reputation
- Process Improvement, Efficiency and AI

Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPIs) which will be discussed and agreed with you upon commencement include:

Team Leadership

You are accountable for a capable, well-supported team that delivers consistently.

- Lead, motivate and develop the team, setting clear expectations, supporting people to take ownership of their work, and celebrating wins
- Lead HR activity with direct reports, including recruitment, induction, performance and engagement
- Set, monitor and report on individual KPIs, with variances and actions reported to Executive
- Build depth and shared capability so everyone in the team can deliver to a high standard, and support the team with workload planning and prioritisation across a busy and varied calendar.

Events Direction and Learning Alignment

You set the direction of our events and make sure they align with, and add value to, our learning programmes.

- Own and regularly refresh the Events and Learning and Development strategies, covering audiences, formats, positioning and commercial model
- Determine the annual shape of the programme: what we run, retire, test and introduce
- Align the events calendar with our learning programmes so events and training complement each other and create clear pathways for participants
- Work with the Head of Advocacy and Strategy so the programme responds to what we are hearing across the business community and aligns with our advocacy priorities and the Canterbury Ambition
- Research the market to identify opportunities for differentiation and collaboration
- Introduce new formats and delivery methods, including online and on demand
- Build partnerships that strengthen the programme, including access to speakers, expertise and content

Budget and Commercial Performance

You own the events and learning budget and the financial result of the programme.

- Develop and manage the annual events and learning budget, tracking spend and revenue closely and achieving the agreed result
- Own pricing, cost structure and margin, and decide where to invest, scale back or stop
- Grow non-registration revenue through sponsorship and partnership, working with the Operations and Partnership Coordinator
- Use attendance, conversion, satisfaction and financial data to inform decisions and drive growth

- Report against budget and operational activity, with major variances and solutions reported monthly

Event Delivery and Reputation

You are hands-on in delivering our events, and accountable for what the team delivers and for how our events and training are regarded.

- Lead planning and delivery of the programme through the team, with consistent quality across the calendar
- Personally lead the end-to-end delivery of flagship and major events, including concept, venue and supplier management, run sheets, logistics and on-the-day management
- Take an active, on-the-tools role across the wider events calendar, working alongside the team at peak periods
- Manage event risk, including health and safety, contingency planning and supplier contracts
- Continue to build the profile and standing of our events and training so they are recognised as the best of their kind in the region
- Ensure an excellent customer experience from registration through to attendance and follow up
- Maintain a high and consistent standard of presenters, facilitators and supporting resources
- Lead major event debriefs and act on what they tell us
- Work with the Marketing Manager to align the annual programme with the marketing strategy and plan

Process Improvement, Efficiency and AI

You continually improve how we work so the programme is efficient and scalable.

- Maintain robust systems, processes and planning to support successful delivery
- Regularly review event and learning processes, removing duplication and inefficiency and embedding better ways of working
- Work with Executive to identify where technology and AI can drive efficiency and scale
- Lead AI change management for the function, including process documentation and team training

General

- Any other duties that may arise as the position develops
- Participate in other strategic projects across the business as required
- Promote and actively encourage membership growth through identifying and actioning membership acquisition and retention opportunities
- Actively participate in:
 - Team meetings
 - Annual business planning process
 - Staff engagement surveys
 - Professional development
 - Identifying and acting on opportunities that support our strategy
 - Operate within the agreed Strategy/Operational Business Plan and Budget

Corporate Responsibility

- Create and maintain information and appropriate Business Canterbury management systems
- Promote a positive and professional image of Business Canterbury at all times
- Represent Business Canterbury as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement Business Canterbury values of **Lead the Change and the Charge; Be the Best Business Partner; Fiercely Focussed on what's best for our Customers; Commercially Driven for impact and Authenticity matters.**
- Ensure you understand and adhere to all Business Canterbury Policies including the Health and Safety Policy, which involves actively contributing towards Business Canterbury's commitment to the safety and wellbeing of our fellow staff and our members at all times.

Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
Proven people leadership, with a minimum of three years leading and developing a team, including capability building	✓	
Extensive senior, hands-on event management experience, including end-to-end delivery of large-scale and high-profile events	✓	
Experience setting strategy for a programme or portfolio and managing its budget, including revenue, pricing and margin decisions	✓	
Strong business acumen and a good understanding of the Canterbury economy and business community, including the key issues and opportunities facing local businesses	✓	
Experience in learning and development, including analysing learning needs and aligning events with learning programmes		✓
Experience using data, digital and AI tools to inform decisions, improve processes and drive growth	✓	
Excellent communication and stakeholder engagement skills, with a strong customer focus and credibility in front of senior business audiences	✓	
Experience in membership-based organisations, including recruitment and retention		✓

Personal Attributes

Personal Attributes	Characterised by:
Mindset	<ul style="list-style-type: none"> Has a growth mindset Is adaptable to meet changing demands Flexible in the way in which they operate
Organisation centric	<ul style="list-style-type: none"> Acts with integrity putting the organisation at the centre of decision making Seeks continuous improvement for the organisation and our customers
Curious	<ul style="list-style-type: none"> Asks questions and seeks others' input Explores ideas, reads widely and talks with others to understand the business landscape more deeply Has honest open conversations and listens as much as they talk
Courage	<ul style="list-style-type: none"> Take calculated risks Willing to be vulnerable Has honest conversations even when it's hard
Transparent	<ul style="list-style-type: none"> Communicates openly Shares information broadly
Target and goal oriented	<ul style="list-style-type: none"> Sets up and maintains processes and systems to be able to monitor and measure progress against targets Driven by results
Personal Attributes	Characterised by:
Collaborative	<ul style="list-style-type: none"> Prioritises collective thinking and planning upfront Shares ideas and actively seeks and values the ideas and input of others Able to influence others to assist in meeting targets and obligations
Prioritises well	<ul style="list-style-type: none"> Ensuring others in the team are clear on what is required to meet obligations and deadlines for delivery Meets deadlines and communicates well in advance when there is a challenge

	<ul style="list-style-type: none"> ▪ Works with others to ensure alignment on collective priorities ▪ Is comfortable parking a task or even saying no to tasks or opportunities where there are greater needs elsewhere
Strong relationships	<ul style="list-style-type: none"> ▪ Healthy and strong internal relationships are developed and maintained to set our people up to succeed
Leadership influence	<ul style="list-style-type: none"> ▪ High level of team engagement ▪ Continuous improvement culture in the team ▪ Team members take ownership and understand how their work adds value and is aligned to our strategy ▪ Models desirable behaviours and encourages others to do the same ▪ Healthy and strong internal relationships are developed and maintained to set our people up to succeed
Customer focus drives their decision making	<ul style="list-style-type: none"> ▪ New product or service delivery ideas are evaluated against known or anticipated customer need ▪ All decisions take a customer lens before they are made ▪ Providing great internal customer experience is at the heart of how you operate
Challenges ideas and contributes new thinking	<ul style="list-style-type: none"> ▪ Uses appropriate platforms (or creates them) to encourage contributions from others ▪ Uses smart questioning and other techniques to challenge, explore and build on the ideas from others and is not afraid to suggest a change of direction or the close off of an idea ▪ Comes prepared for meetings and planning session with ideas for improvements to existing delivery and/or new ideas to test