

Position Description: Learning and Events Manager

Title:	Learning and Events Manager
Reports To:	Head of Advocacy and Strategy
Location:	57 Kilmore Street, Christchurch
Date Completed:	July 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:	Senior Events Manager, Events Manager, Learning and Events Coordinator

Purpose of Learning and Events Manager

Background

The Learning and Events Manager is responsible for leading the development and delivery of Business Canterbury's learning and development programmes, events, and supporting resources. The role ensures our programme is responsive to the evolving needs of members, customers, and the wider business community, delivering meaningful value, measurable impact, and strong commercial outcomes.

This role is focused on creating a connected and high-quality programme that drives engagement, capability building, business connection, inspiration, and advocacy, while creating clear pathways between events, learning opportunities, and Business Canterbury's wider services. A key priority is ensuring programmes remain relevant and adaptable, helping businesses navigate change, build capability, and stay informed in a rapidly evolving environment.

The Learning and Events Manager is also responsible for driving operational excellence through robust systems and processes, strong partnerships, and the effective use of technology and AI. Central to the role is a commitment to delivering strong commercial outcomes alongside an exceptional customer experience and maximising value for members, customers, and stakeholders through every interaction.

Position Objectives

- Deliver a high-impact, commercially successful events and learning programme that drives strong member and customer engagement, connection, inspiration, advocacy, and capability building.
- Create clear pathways between events, learning programmes, and Business Canterbury services to maximise value and outcomes.
- Provide targeted learning and development opportunities that help businesses navigate change, build capability, and stay informed.
- Ensure programmes are aligned with and responsive to the evolving business environment and member needs.
- Leverage technology, AI, and ensure robust systems and processes are in place and regularly reviewed to drive operational efficiency and excellence in delivery.
- Build strong partnerships and relationships to support a comprehensive and effective programme.
- Deliver an exceptional customer experience across all services and interactions.

The Role will include the Following Areas of Responsibility:

- Events
- Learning and Development
- Internal Efficiency and Scaling
- Special Projects
- Financial Management
- Leadership

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:

Events

- Lead the development of the Event Strategy that outlines event rationale, target audiences, delivery methods, and commercial outcomes.
- Lead the planning and delivery of our event programme
- Major event debriefs that contribute towards continuous improvement and evolution of our event programme
- Work with the Marketing Manager to align annual event strategy and plan with Marketing strategy and plan
- Work with the Operations and Partnership Coordinator to ensure required partnerships are secured and the delivery of obligations
- Explore opportunities to deliver events through partnerships
- Leverage existing partnerships to add value to our event programme including but not limited to access to speakers, expertise and content
- Ensure all events have an event plan that aligns with our Event Strategy that clearly identifies the event objective, target audience, budget, partnership required, key timelines and RASCI that is utilised consistently across the team
- An exceptional customer experience is provided from registration through to event attendance and follow up.
- Market research is undertaken to understand the business event landscape and areas of opportunity for collaboration and differentiation
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Learning and Development

- Presenters and facilitators have contracts which are reviewed annually
- Learning and Development topics are aligned to our advocacy focus and relevant to respond to the business environment and business needs
- Service delivery is regularly reviewed to ensure outcomes including financial are being met
- New learning methods such as online on demand, and different ways of engaging members and customers are explored regularly
- Market research is undertaken to understand the learning and development landscape and areas of opportunity for collaboration and differentiation
- Explore opportunities to deliver learning and development through partnerships
- Leverage existing partnerships to add value to our learning and development programme including but not limited to access to speakers, expertise and content
- Workshops are supported by high quality resources and exceptional customer service.

Internal Efficiency and Scaling

- Ensure we have robust systems, processes and planning in place to enable the successful execution of our events and learning and development
- Work with Executive to identify how technology and AI can drive internal efficiencies and scale across the operational planning and delivery of our events and learning and development.
- Participate in and lead AI change management processes, including the documentation of processes and delivery for learning and event team training sessions
- On-going evolution of existing learning and development activity and events.

Projects

- To participate in other strategic projects across the business as required.

Financial Management

- Work with the Chief Operating Officer to develop the annual events and learning and development Budget taking into account annual strategy and annual operating plan
- Contribute to the development of the annual strategy and annual operating plan
- Achieve budget and deliver against the annual operating plan
- Provide monthly and quarterly performance reports against budget and operational activity with any major variances and solutions reported monthly.

Leadership

- Lead HR activity with direct reports which includes recruitment, induction, performance and engagement
- Set, monitor and report on individual KPI across direct reports, with variances outlined to Executive and actions put in place
- Keep team members informed of all relevant organisational information and involve them in generating ideas and planning for effective delivery
- Support team members with workload planning and prioritisation and in identifying development opportunities and arranging appropriate professional development
- Contribute input into the development of staff engagement survey topics
- Lead positive culture and values and wellbeing across the organisation
- Represent Business Canterbury as required through stakeholder engagement.

General

- Any other duties that may arise as the position develops
- 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
Previous experience in learning and development and event delivery	✓	
Experience in analysing learning needs and designing relevant solutions and pathways between services	✓	
Minimum of five years' team leadership experience with excellent communication and people skills	✓	

Strong previous experience in the use of digital and AI tools to drive efficiency and scale	✓	
Strong business acumen and a good understanding of the key drivers of business success and the Canterbury economy	✓	
Proven experience in developing brands that tell the story of the organisation and reflect the value proposition	✓	
A strong customer service ethic with the ability to see and act on trends in customer engagement	✓	
Previous responsibility and experience in financial and budget management	✓	
Previous experience gathering and analysing data to drive decision making and ultimately, growth	✓	
Experience in membership-based organisations, membership recruitment and retention		✓

Personal Attributes

Personal Attributes	Characterised by:
Mindset	- Has a growth mindset - Is adaptable to meet changing demands - Flexible in the way in which they operate
Organisation centric	- Acts with integrity putting the organisation at the centre of decision making - Seeks continuous improvement for the organisation and our customers
Curious	- 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	- Take calculated risks - Willing to be vulnerable - Has honest conversations even when it's hard
Transparent	- Communicates openly - Shares information broadly
Target and goal oriented	- 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	- 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	- 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 - 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	Healthy and strong internal relationships are developed and maintained to set our people up to succeed
Leadership influence	- 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	▪ 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	▪ 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