

**SCHEDULE A: POSITION DESCRIPTION
TOURISM NEW ZEALAND**

Title: Auckland Programme Manager

- For the period of your employment in this role, you will be seconded to Auckland Tourism, Events and Economic Development Ltd (an Auckland Council organisation) (ATEED).
- Your duties and responsibilities will be as defined and notified by ATEED from time to time and will be consistent with the outline of the role specified in the attached role Concept Paper. From that Concept Paper, the Objectives of the role have been defined as:
 1. Plan, co-ordinate and execute Auckland specific projects for Auckland and provide presence and representation, at targeted UK and European events, in support of specific ATEED and Auckland economic development objectives, business education, convention attraction, migrant attraction, events bidding and stakeholder after-care, super yacht and film attraction respectively, and investment after-care management. Carry out this project activity in a co-ordinated way with NZ Inc (TNZ, NZTE, INZ, etc) entities and initiatives.
 2. In the near term, also act as a conduit and in-market representation point, into key sub markets, networks and organisations that Auckland is currently working with. This would complement relationships established with Auckland based subject specialists with the benefit of "same time zone" and face to face relationship building.
 3. Seek out, assemble and communicate, best practice activity and learnings from the UK and Europe that will be relevant to ATEED's forthcoming activity programme and Auckland initiatives and projects. This will be for the benefit of broader programmes or activities (eg. The Southern Initiative) or specific sectors (eg. food and beverage, regional tourism). Where appropriate and to support this work, propose and create formal collaboration agreements with UK and European organisations.
 4. In support of the project to help clearly define a clear Auckland business brand, seek out and communicate first hand market intelligence to help Auckland position itself intelligently and appropriately in the international context and as it seeks to compete effectively with other global cities.
- Your reporting line for the purposes of this role will be the ATEED General Manager Business Attraction & Investment. The Acting General Manager is Mark Ford, who is based in Auckland, NZ.