

Position Description: Events & Marketing Advisor

Kaiwhakahaere Manager	Head of Marketing
Te Wāhi Noho Location	Wellington
Te Rā Date	October 2026
Whakapānga Tuatahi Direct reports	0
Ngā Hononga Mahi Working relationships	Internal: BCITO employees nationally External: Stakeholders

He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, haere mai, whakatau mai.

BCITO Limited is New Zealand's largest provider of building and construction trade apprenticeships. We are industry owned and led, and report to Construction Skills New Zealand (CSNZ).

At BCITO, our purpose is clear and our impact powerful. We manage apprenticeships and training for the building and construction sector. Our programmes are designed to be straightforward for learners and workable for employers. Because each trade has its own rhythm, risks and requirements, we build full, end-to-end programmes with wraparound support, so an apprentice can progress from their first day on the job to being fully qualified, and an employer can grow capability on site without slowing the job.

BCITO's difference is focus and follow-through. We ensure the breadth and depth of our programmes meet industry needs and stay close to both learner and the employer to support their journey. Our qualifications are robust because we work with NZQA and TEC; our delivery is practical because we build it with industry and our outcomes are strong because we measure them, learn and improve. That is why employers stay with us, why apprentices recommend us, and why we continue to be New Zealand's provider of choice for work-based learning in the construction trades.

Looking ahead, we remain committed to stability for learners and employers as vocational education evolves. Our aim is to make the system simpler to navigate, quicker to respond to new methods and materials, and more supportive of people finishing well.

In a sector that builds homes, schools, hospitals and workplaces, people are the critical infrastructure. **At BCITO, we are building people who are building people**, and that is how New Zealand builds its future.



Vision and Values

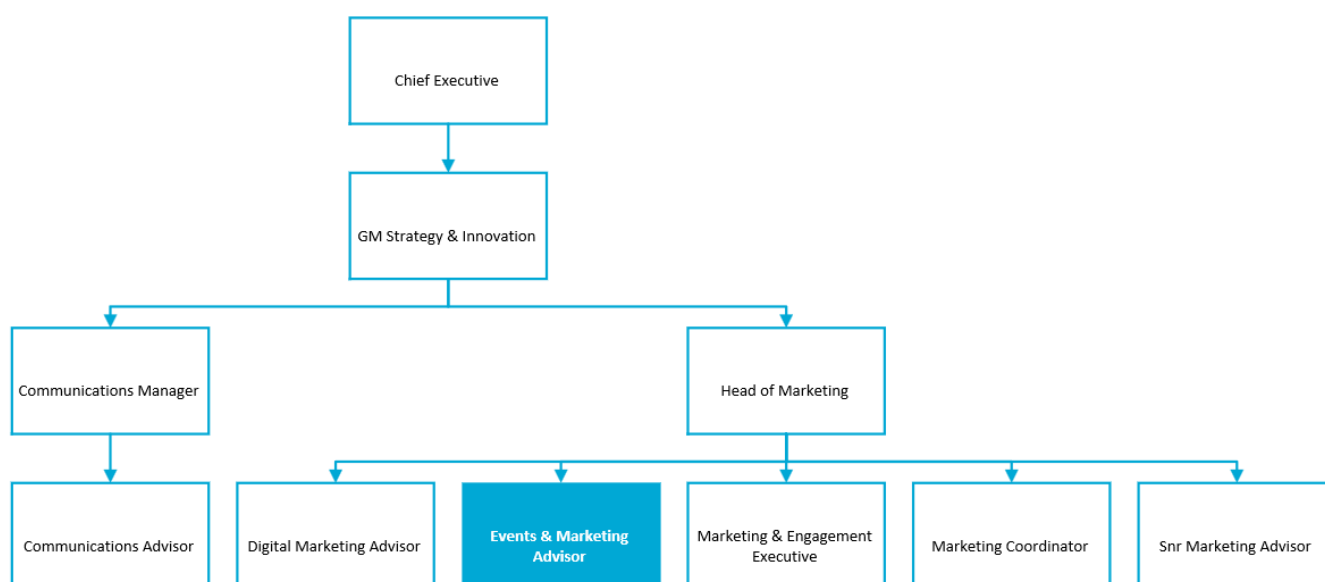
We are a group of passionate people, with our 'essence' encompassed by our Vision and Values.

We recognise that the success of BCITO is linked to the performance, capability, and well-being of our people. We offer our people competitive remuneration, great career training and development opportunities, excellent employee-support benefits, and flexible working conditions.

Te Kaupapa | Purpose

The Events & Marketing/Engagement Advisor supports BCITO's event, sponsorship and stakeholder engagement activities by managing the planning and delivery of industry, community and organisational events nationwide. Its primary focus is coordinating and supporting BCITO's internal stakeholders who represent BCITO at events across the country. Working closely with the Marketing team and internal stakeholders, the role helps ensure BCITO's presence at events and sponsorship activities is professionally managed, aligned to business objectives, and enhances engagement with key audiences.

Te Tū Whakahaere | Reporting Structure



Ngā Whāinga Matua | Key Responsibilities

Events & Sponsorship

- Coordinate BCITO's participation in regional and national industry events, conferences, awards programmes, trade expos, school engagement activities and sponsorship opportunities.
- Act as the central point between the Marketing team, event organisers; internal and external stakeholders.
- Coordinate BCITO representatives attending events nationwide, ensuring they have the information, resources, materials and support required.
- Maintain and manage the national events calendar, communicating requirements, deadlines and actions to relevant stakeholders.
- Coordinate event logistics including registrations, travel, accommodation, merchandise, display equipment, catering and supplier management.
- Support the activation of BCITO sponsorship commitments and identify opportunities to improve stakeholder engagement and brand visibility.
- Monitor event budgets, code invoices and track expenditure against approved budgets.
- Complete post-event insights and recommendations for future improvements.

Stakeholder Relationships

- Build and maintain positive relationships with industry associations, schools, event organisers, suppliers and internal stakeholders.
- Work effectively with stakeholders at all levels of the organisation and externally, maintaining professionalism and a customer-focused approach.
- Take a proactive approach to communication, using phone calls, online meetings and face-to-face engagement where appropriate to build relationships and resolve issues.
- Coordinate stakeholder meetings and engagement activities to support successful event outcomes.
- Represent the Marketing team professionally and ensure BCITO's reputation is maintained through all interactions.

Communications & Marketing Support

- Prepare event briefs, run sheets, stakeholder updates and event communications.
- Develop professional email communications to support event participation, sponsorship activations and stakeholder engagement.
- Coordinate online meetings, presentations and briefings for internal stakeholders.
- Support the creation and distribution of content relating to events, sponsorships and marketing activities.
- Assist with maintaining stakeholder databases, event records and reporting systems.

Resource & Asset Management

- Maintain BCITO's promotional materials, event displays and branded assets.
- Coordinate the distribution, storage and replenishment of event resources across the organisation.
- Identify opportunities to improve systems, processes and ways of working relating to event delivery and stakeholder engagement.

Team Contribution

- Work collaboratively across the Marketing and Communication teams to support business objectives.
- Contribute ideas and continuous improvement initiatives that enhance event delivery and stakeholder engagement.
- Provide support across marketing activities as required.

Note: The above responsibilities are not exclusive. The employee may be asked to perform other reasonable duties and responsibilities at management's discretion.

Health & Safety

Perform all aspects of the position in a safe manner and contribute to a positive health and safety culture by supporting and adhering to organisational Health and Safety policies, procedures, and requirements.

Mōu | Person Specifications

Essential

- Proven experience coordinating events, sponsorships, stakeholder engagement programmes or similar activities.
- Strong organisational and planning skills with the ability to manage multiple projects and deadlines simultaneously.
- Excellent relationship management skills and confidence working with internal and external stakeholders at all levels.
- Strong written communication skills, with the ability to prepare professional emails, event briefs, presentations, reports and speaking notes.
- Excellent verbal communication skills and confidence facilitating discussions, presentations and online meetings.
- Demonstrated ability to proactively engage stakeholders and build relationships through a variety of communication channels, including phone, online meetings and face-to-face engagement.
- Experience coordinating activities across multiple locations, teams or stakeholder groups.
- Strong attention to detail and ability to follow tasks through to completion.
- Experience with budgets, processing invoices and monitoring expenditure.
- Ability to work independently, use initiative and solve problems effectively.
- Strong customer service focus and commitment to delivering high-quality outcomes.
- Professional, approachable and adaptable, with the ability to work effectively in a fast-paced environment.

Desirable

- Experience within a not only events but a marketing, communications, stakeholder engagement environment.
- Working knowledge of marketing and brand management principles.
- Experience using Canva and or Adobe suite.
- Experience using CRM, project management or event management systems.
- Knowledge of the construction, vocational education or training sectors.

Personal Attributes

- Proactive and self-motivated, with a willingness to take ownership and drive tasks through to completion.
- Confident picking up the phone and engaging directly with stakeholders to build relationships and resolve issues.
- Friendly, approachable and professional when working with internal and external stakeholders at all levels.
- Exceptional attention to detail, ensuring documents, records, communications and event information are accurate, well maintained and easy to locate.
- Highly organised, with the ability to manage multiple priorities and deadlines effectively.
- Confident facilitating meetings, coordinating groups and presenting information to internal audiences.
- Calm under pressure and adaptable in a fast-paced environment.
- Takes pride in delivering high-quality work and providing excellent customer service.

Signed by Events & Marketing Advisor	Signed by GM Strategy & Innovation
 Date:	 Date: