

DAIRYNZ Position Description

Event Coordinator

Position

Position Title: Event Coordinator
Direct Report: N/A
Budget: N/A
Management Position: No

Reports to: Farmer Events Manager
Career Level: Team Member
Revenue: N/A
Delegated Authority: \$1000

Purpose of DairyNZ

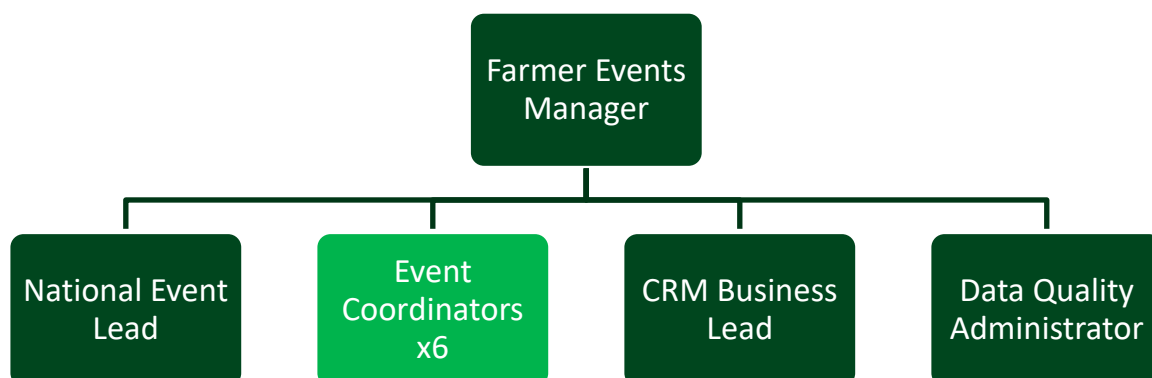
Our Purpose: ***Progressing a positive future for New Zealand dairy farming.***

That's why we exist for farmers, working along them and others to leverage our collective strength and create purposeful change.

Purpose of the position

As a member of the Farmer Events team, to work in close partnership with Regional Teams, Farmer Communications and Engagement and internal stakeholders to plan, coordinate, and deliver high-quality farmer events that support DairyNZ initiatives, enable effective engagement with farmers, and contribute to positive outcomes for New Zealand dairy farming.

Team organisation chart



Key position deliverables

Key accountabilities of the role to be reflected in the Performance Agreement and Individual Performance Targets:

Key Performance Requirement:	Key Indicators:
Planning	• Work in partnership with the regional team to plan, coordinate and deliver high-quality events in line with business processes, ensuring alignment with regional priorities, national campaigns and farmer needs. • Collaborate with the Farmer Communications and Marketing team to ensure marketing principles and DairyNZ tone of Voice are consistent with for all event marketing.
Operational Partnership	• Work alongside internal teams to anticipate needs, solve challenges, and streamline event processes.
Event Management	• Manage and maintain a national calendar of events in partnership with regional teams. • Partner with regional teams and other internal teams to deliver seamless event operations that enable effective farmer engagement. • Manage all aspects of event delivery including planning, logistics and marketing. • Timely management and completion of associated administration tasks. • Work in active partnership with regional teams, solutions and development team and F,C&M to deliver high-quality events. • Collaborate within the Farmer Events team to continuously refine systems and processes that support effective, high quality event management. • Provide local coordination and delivery for agreed national campaigns.
Relationship Management	• Build and maintain trusted, outcome-focused partnerships with regional managers, area managers, F,C&M team and key internal stakeholders to: - Establish shared responsibility for event quality, consistency and outcomes. - Enable opportunities for shared insights and effective data practices that strengthen farmers relationships. • Manage relationships with suppliers to ensure reliable, cost-effective, and timely delivery of event-related services and products, in line with DairyNZ standards and requirements. • Grow the breadth and accuracy of DairyNZ's customer relationship management database, Dyna
Communication	• Act as a connector across regions and teams, enabling clear, two-way communication and shared understanding • Ensure clear, timely, and consistent communication with regional teams and stakeholders throughout the event lifecycle, including planning, delivery, and post-event follow-up.

	• Translate event requirements, timelines, and expectations into clear, usable information for regional teams, suppliers, and internal stakeholders. • Maintain accurate and up-to-date event information across systems, calendars, and communications channels to avoid misalignment or duplication. • Provide clear documentation and guidance (e.g. briefs, timelines, templates, run-sheets) to support consistent event delivery. • Facilitate the flow of insights, learnings, and feedback to inform continuous improvement of events and engagement.
Service Delivery	• Partner with delivery teams to ensure events are delivered to agreed DairyNZ standards, with shared ownership of quality and farmer experience. • Ensure the planning, coordination and delivery of events is professional, efficient and consistent with DairyNZ' s values • Work with teams to review event delivery outcomes and implement practical improvements that enhance efficiency, quality, and consistency. • Contribute to continuous improvement in event delivery by collaborating with teams to review processes, simplifying ways of working and improve effectiveness and quality of events. • Liaise with suppliers as required to maintain all equipment and services and ensure they are functioning appropriately e.g. whiteboards, data projectors. • Champion effective CRM use by working with teams to ensure farmer and event data is captured accurately, maintained and cleansed, supporting strong customer relationships and enabling a positive farmer experience.
Team Support	• Operate as an active team partner, sharing expertise, providing leave cover and collectively managing workload peaks. • Support Regional Teams to use CRM effectively by sharing expertise, guidance and agreed best practice. • Undertake adhoc projects as required
Office and facilities management	• Partner with Facilities and Digital teams to support the effective day-to-day operation of regional offices, coordinating local equipment, supplies, contractors, and landlord interactions to maintain a safe, functional, and professional working environment. • Manage office-based operational services and resources, including pool cars, stationery, kitchen supplies, mail and couriers, shared equipment and event supplies ensuring availability, accuracy, and value. • Coordinate regional office activities and logistics in collaboration with People & Capability and internal teams, including staff functions, recognition activities, catering for internal events, and staff welcome and farewell arrangements, ensuring alignment with DairyNZ standards and expectations.

	Support office-based health, safety, and wellbeing requirements by working closely with the Health & Safety team, assisting with office audits, fire warden duties and drills, and ensuring first aid and event health and safety equipment is available, maintained, and fit for purpose
How We Work	- Support and model DairyNZ values and principles: Curiosity, Courage, Connected and Credibility. - Understand and adhere to company policies and guidelines. - Actively support and contribute to DairyNZ organisational culture of one team. - Actively support and encourage continuous improvement to drive our organisation forward. - Strive to provide a safe and healthy workplace. - Role model industry safe working practices. - Take appropriate action to ensure correction of any condition or practice, which may cause harm to yourself, others or the environment. - Actively promote DairyNZ Health, Safety & Wellbeing Policies and procedures - Support and encourage employee participation and consultation in all aspects of Health, Safety and Wellbeing management. - Comply with legislative requirements and relevant standards.

Key relationships

Internal:	External:
Regional Teams	Farmers
Farmer Communication and Marketing Team	Rural professionals
Policy Team	Industry stakeholders
Science & Research Team	Office visitors
Other corporate functions – Digital, Finance, People & Capability	Suppliers and vendors
Solutions and Development Team	

Qualifications and experience

Essential:	Preferred:
Senior Office/administrative experience 3-5 yrs	Experience working in a matrix environment partnering with central teams while coordinating local delivery.

Event management experience 3-5 yrs	Experience coordinating office or facilities operations alongside an events or administrative role
Highly organised, with strong time and administrative management skills and a proven ability to prioritise and deliver to deadlines.	Knowledge of, or experience within, the New Zealand dairy or rural sector
Strong systems capability, including CRM use and data quality practices, with an understanding of how good data supports outcomes. Proficient user of Microsoft Office and Dynamics 365 or similar CRM platforms.	Tertiary level qualification
Proven experience coordinating events or projects involving multiple stakeholders and competing priorities	
Excellent written, oral, and interpersonal communication skills	
Strong customer-service mindset, focused on enabling others to succeed.	
High attention to detail, with the ability to maintain accurate records, event information, and documentation.	
Experience managing logistics, suppliers, schedules, and operational processes in a professional setting	

Job specific & technical competencies

Category	Descriptor/Evidence
Technical Expertise	Practical and theoretical administration and event management expertise. Takes responsibility for increasing expertise and keeping up to date with changes and knowledge. Undertakes research regarding best practice
Organising	Can marshal resources (people, funding, material support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
Relationship Management	Identifies key stakeholders and activity, develops, and manages relationships with them. Can utilise relationship to influence. Builds, manages, and utilises networks.
Composure	Is cool under pressure; does not become defensive or irritated when times are tough; mature; can be counted on to hold things together; can handle stress; is not knocked off balance by the unexpected; is a settling influence in a crisis
Creativity	Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be original and value-added in brainstorming sessions.

Clear communicator	Articulates ideas and intentions clearly and succinctly. Is honest, tactful, and diplomatic in interactions. Writes clearly and succinctly; can get messages across that have the desired effect. Provides the information people need to know to do their jobs. Provides information so others can make accurate decisions; is timely with information
Collaboration	Actively seeks to collaborate. Influences with ability to generate cohesion and inspire collaboration within areas of influence.
Attention to detail	Takes care and pays attention to all activities and decisions. Information is correct and accurate.
Quality focus	Production is detailed, accurate and precise work. Ability to tackle multiple tasks and successfully managing conflicting priorities.
Comfort around higher management	Can deal comfortably with more senior managers; can liaise and negotiate with more senior managers with undue tension and nervousness; can craft approaches likely to be appropriate and positive
Process management and improvement	Good at figuring out the processes necessary to get things done; know how to organise people and activities; understands how to separate and combine tasks into efficient work flow; knows hat to measure and how to measure it; can see opportunities for synergy and integration where others can't; can simplify complex processes.
Initiative	Takes the initiative to identify opportunities and develops appropriate improvements, to create further value and/or efficiency.
I.T. literacy	- Capable of utilising all of MS office Suite and Dynamics 365 to develop and deliver documentation and reporting of the standard at a management level. - Advanced user of Microsoft suite, including word, excel, PowerPoint and outlook.

Career level competencies – Team Member

Competency	Descriptor/Evidence
CUSTOMER FOCUS	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
PRIORITY SETTING	Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.
DRIVE FOR RESULTS	Can be counted on to deliver goals successfully; is constantly and consistently striving to achieve; very bottom-line/results oriented; steadfastly pushes self and others for results.