



The Royal New Zealand
College of General Practitioners
Te Whare Tohu Rata o Aotearoa

Conference and Commercial Partnerships Lead

Position Description	
Position title:	Conference and Commercial Partnerships Lead
Responsible to:	Manager Marketing and Engagement
Location:	Wellington
Date:	September 2026
Employment status:	Permanent
Grade	16

About the College

The Royal New Zealand College of General Practitioners (the College) is the professional body and postgraduate educational provider for vocationally qualified specialist General Practitioners (GPs) and Rural Hospital Medicine Practitioners.

Our key aim is to improve health outcomes and reduce health inequities for all people in Aotearoa New Zealand. We do this by setting and maintaining education and quality standards, and supporting our members to provide competent, equitable care to their patients.

Our work is underpinned by Kaitiakitanga (Stewardship), Whanaungatanga (Collaboration), Mana taurite (Equity), and Auaha (Innovation). Our 75+ operational staff support approximately 5,800 specialist GPs working in 1,000 general practices around the country.

Our people are committed to creating a contemporary and sustainable organisation, improving health equity, leading the way in education excellence, and ensuring the sustainability of quality general practice.

To learn more about who we are and what we do, [please visit our website](#).

About the role

If you are an experienced events professional who enjoys turning strategy, detail, relationships and commercial opportunity into memorable, high-impact experiences, this is a role where you can make a real mark. As the College's Conference and Commercial Partnerships Lead, you will be at the centre of some of our most visible and valued member moments, from our flagship annual conference to graduation and awards, webinars and other member-facing events.

You will also play a key commercial role in growing sponsorship and exhibitor value, nurturing commercial partnerships, managing budgets and helping ensure our events remain financially strong and sustainable. This role will suit someone who can confidently take ownership from concept to close - building robust plans, managing suppliers, coordinating complex logistics, anticipating risk, delivering sponsor and exhibitor commitments, and creating a seamless experience for attendees.

You will bring commercial confidence, strong judgement, calm delivery under pressure and the relationship skills to work effectively with colleagues, sponsors, speakers, suppliers and members. In return, you will have the opportunity to shape events that strengthen connection, showcase excellence and support the future of

quality general practice across Aotearoa New Zealand.

Key Responsibilities

Project and event delivery

- Lead seamless end-to-end delivery of the College's annual conference, from planning and milestones through to reporting and evaluation.
- Deliver a strong portfolio of College events, including fellowship and awards, webinars and member events.
- Coordinate speaker, programme, delegate and event technology logistics, including registration, ticketing and communications.
- Manage risk, health and safety, accessibility and contingency planning so every event runs confidently and safely.
- Ensure events are culturally safe and reflect Te Tiriti o Waitangi obligations, including appropriate tikanga and mihi whakatau.
- Strengthen event systems and team practice through templates, debriefs, lessons learned and supplier knowledge.
- Use approved AI tools to streamline workflows and improve consistency while protecting privacy, security and cultural safety.
- Travel and work outside standard hours when needed to deliver outstanding events.

Commercial profitability

- Own event budgets end to end, from forecasting and tracking to variance reporting and final reconciliation.
- Deliver events to agreed financial targets, using sound commercial judgement to protect profitability across registration, sponsorship, exhibition and commercial partnerships.
- Grow sustainable commercial partnerships and identify opportunities aligned with College values and member interests.
- Develop commercially sound sponsorship and exhibition propositions, packages and pricing.
- Source, contract and manage venues, PCOs, suppliers and contractors to secure strong service and value.
- Flag commercial risks, variances and approval points early so decisions can be made with confidence.

Relationships and partnerships

- Build strong, lasting relationships with venues, PCOs, suppliers, sponsors and exhibitors.
- Work with the Medical Director and contributors to shape a member-focused conference programme.
- Manage speaker and presenter relationships from invitation through to event delivery.
- Partner with Marketing and Engagement and wider College colleagues on promotion, targeting, registrations, communications and coordination.
- Identify and grow new commercial partnerships that strengthen sponsorship revenue and keep College events commercially viable.
- Nurture existing sponsor and exhibitor relationships to maximise long-term value, retention and ongoing commercial sustainability.

Data and measurement

- Set and report event measures including attendance, satisfaction, sponsorship revenue, cost recovery and return on investment.

- Establish baselines for event performance where they do not yet exist and use them to set targets for the following cycle.
- Run structured post-event evaluation and translate findings into changes to the next event plan.
- Share event performance insights with College stakeholders and feed results into the wider Marketing and Engagement measurement framework.

Position Requirements

Candidates should have the following essential skills and experiences:

- 7+ years' experience delivering large-scale events, including multi-day conferences.
- Strong project management skills across planning, critical paths, workstreams and reporting.
- Proven budget ownership, including forecasting, tracking, variance reporting and financial targets.
- Experience selecting and managing venues, PCOs and event suppliers.
- Experience delivering sponsorship and exhibitor commitments with commercial leads.
- Commercial experience growing revenue, managing sponsor and exhibitor value, and supporting profitable event delivery.
- Working knowledge of registration, ticketing, event apps and hybrid delivery.
- Sound knowledge of event health, safety, accessibility and risk requirements.
- Clear communication and strong stakeholder service skills.
- Confident, responsible use of approved AI tools to draft, summarise and analyse work.
- Experience using approved AI-enabled tools (e.g., Microsoft 365 Copilot) to improve efficiency and quality of day-to-day outputs (drafting, summarising, analysis), in line with College privacy, security, and responsible AI requirements.

Candidates should demonstrate the following attributes:

- Applies Te Tiriti o Waitangi responsibilities through culturally safe event practice.
- Highly organised, with confidence managing multiple deadlines and moving parts.
- Commercially aware with an understanding of event profitability levers.
- Calm, decisive and practical under pressure.
- Self-motivated, independent and collaborative.
- Detail-focused, especially for member and sponsor experience.
- Willing to travel and work outside standard hours during event periods.
- Applies sound judgement and accountability when using AI: verifies accuracy, maintains human oversight, and applies an equity and cultural safety lens (including Māori data sovereignty considerations) before sharing or acting on outputs.
- Identifies opportunities to reduce manual effort and improve workflow efficiency through safe, responsible use of approved tools, and escalates improvement ideas through agreed channels.

Key Relationships

Internal

- Manager Marketing and Engagement
- Marketing and Engagement team
- Senior Leadership
- Medical Director for conference programme
- Finance, for event budgets, contracts and financial reporting
- Cross-functional teams within the College

External

- College members, registrars and event attendees
- Professional conference organisers and event management suppliers
- Venues, audio-visual, catering, exhibition and accommodation providers
- Conference sponsors and exhibitors
- Speakers, presenters and their representatives
- Contracted suppliers and service providers

Health & Safety

As an employee you will:

- Take reasonable care of your own health and safety.
- Take reasonable care that what you do, or do not do, does not adversely affect the health and safety of others.
- Cooperate with any reasonable policies or procedures the College has in place on how to work in a safe and healthy way.
- Comply with any reasonable instruction given by the College so that you can comply with the Health and Safety at Work Act and its regulations.

Financial Delegation

As an employee you will:

- Maintain understanding of the College's current financial delegation policy.
- Apply the policy appropriately in all situations.