



Dressage NZ Event Director/ Manager

National Dressage & Para Equestrian Championships

Role Description

Role:

The National Championships Event Manager is responsible for the management and delivery of the national dressage championships in accordance with the objectives of the event and in a manner reflecting the values of ESNZ Dressage (Dressage NZ) and ESNZ Para Equestrian

Responsible To: Dressage NZ Board and Dressage NZ Sport Manager.

Relationships: Competitors and their support teams, Organizing Committee (OC) and volunteers, Sponsors Funders, Venue Management team, Suppliers and Contractors, fans

Primary Objectives:

1. The foremost primary objective is to deliver a financially viable, efficient, friendly event, encompassing all levels of championships and a CDI 3* (if applicable) for ESNZ members and foreign competitors as per ESNZ, Dressage NZ, Para Equestrian and FEI rules in accordance with the approved schedules
2. To promote the sport of dressage and form partnerships with commercial interests and funders by marketing the event in a manner which ensures the event is a value proposition for sponsors, funders and Dressage NZ.
3. To recruit and manage delegation of tasks to an event team of officials and volunteers with the appropriate qualifications and experience to ensure the delivery of the event as per Para (1)

Financial Responsibility:

To provide updated monthly budget progress reports to the Dressage Sport Manager, highlighting any financial risks to the event

Key Tasks

- To ensure that Dressage NZ sanctioned national/international events are run in accordance with all rules for Dressage NZ, ESNZ General Regulations and Veterinary Regulations and where appropriate FEI rules.
 - To offer the best possible competition environment (within the restrictions of the Dressage NZ approved venue) for all competitors equally.
 - To run an event that is timely with a minimum of technical problems.
 - To lead and assist all members of the organizing committee and event team in performing tasks to a high standard.
 - To ensure maximum possible exposure for all sponsors associated with the event as per their individual contracts, and ensure all agreed services are undertaken in a timely manner
 - Be available to field calls and enquiries from competitors, suppliers, sponsors, public and contractors prior to the event, provide them with required information, or refer them to the person who can help them.
 - Provide a post event de-brief to the DNZ Board.
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Finance

- Source quotes for all suppliers/contractors for the event.
 - Produce an event budget based on quoted items, projected income and previous year's expenditure by (...).
 - Provide monthly budget progress reports and any budget variations to the DNZ Finance Officer & Sport Manager.
 - Submit all event invoices to the DNZ Finance Office for payment.
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Sponsorship & Funding

- Liaise with Dressage NZ Partnership Facilitator (PF) to plan funding applications for the event
 - Provide the PF with quotes for funding applications
 - Secure sponsorship for the event liaising with both the Sport Manager (SM) and PF to maximize opportunities whilst ensuring no conflicts of interest
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Advertising, Sponsors, Guests and Publicity

- Ensure that the event is well advertised and publicized both locally and throughout the NZ and other countries when necessary by appropriate mediums both prior and during the show.
- Send out invitations to all sponsors, trophy donors and guests. Ensure they are adequately looked after during the event.
- Organize suitable sponsor hospitality.
- Source and book suitable event entertainment if required.
- Ensure event sponsors and funder signage is displayed.

Schedule, Programme and Timetable

- Prepare an event schedule in conjunction with the DNZ Sport Manager and Entry Secretary for the event, ensuring that it is advertised adequately and is readily available to all prospective competitors.
 - Liaise with Entry Secretary to create competition timetable and draw.
 - Provide all event timetables for distribution.
 - Delivering those timetables on time.
 - Schedule all social and entertainment events.
 - Source adverts and all material and information required for event programme.
 - Complete all FEI paperwork required.
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The Organizing Committee & Event Team

Source and recruit suitable volunteers for all positions on the Organizing Committee and Event Team, ensure they are aware of their responsibilities and what is required of them prior to, during and after the event including: (Refer to Dressage A to Z for detailed event team tasks)

Office & Administration

Entry Secretary

Judge Coordinator

Writer Coordinator

Arena Team

Stewarding Team

Technical Delegate

Stable Manager

Caterers (Public, Event Team, Corporate)

Scoring Team

Hospitality (Sponsors & Guests)

Prize Giving Presentations

Announcers

Runners

- Invite Judges as directed by the DNZ Judges Officer.
- Greet and brief all volunteers on arrival at venue.
- Ensure that all officials, volunteers and organizing committee are treated with respect and courtesy all times, are aware of their value to the sport, and are appreciated accordingly.
- Ensure volunteers are suitably reimbursed for expenses in consultation with the DNZ Finance Officer.
- Arrange suitable accommodation for members of the OC that require it.
- Arrange catering for all the volunteers, officials, sponsors and guests.
- Source and order event apparel if required.
- Provide all support, assistance and services to OC as required for them to carry out their job.
- Inform, resource and provide OC with all information required to perform their job.

Health & Safety

- Update H&S Plan for the event.
 - Prepare Crisis Management Plan.
 - Share plans with all relevant stakeholders/OC.
 - Engage suitable medical staff or volunteers.
 - Complete venue checks and all hazard identification forms prior to, during and post event.
 - Liaise with venue management to isolate hazards and meet any criteria set by them.
 - Complete any incident forms.
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Subcontractors, Services and Venue Hire

- Booking all sub-contractors and service providers for the event including but not limited to:
 - Medical Care
 - Security
 - Sound
 - Venue Set up & Break down
 - Caterers
 - Photographer
 - Media
 - Other staff as required
 - Oversee installation of subcontractors services or equipment
 - Identify and book all hireage items required and source machinery needed for the event.
 - Book the venue and negotiate with venue management on the services and equipment.
 - Oversee competition surface preparation with venue management and/or arena team.
 - Identify and order all ribbons, rosettes, rugs, trophies and prizes.
 - Oversee event set up and breakdown team.
 - Source all resources required by volunteers, officials and organizing committee.
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Event Manager Personal Attributes

- Exceptional communication and people skills
- Computer literate across several software platforms
- Good research skills
- Some financial background
- Good budgeting skills and an ability to work within that budget
- Good written communication skills
- An ability to work to deadlines under pressure
- Quick thinking and adaptable
- A good working knowledge of equestrian sport
- A team player
- Attention to detail
- Good management skills
- Ability to work unsupervised
- Good problem solving skills
- Well-spoken and a tidy representative for the organization
- A good understanding of Equestrian Sport and Dressage
- Understanding of Dressage NZ Rules
- A high level of enthusiasm
- Strong leadership skills
- A commitment to Health & Safety