

HEAD OF COMMERCIAL



ABOUT WORLD OF WEARABLEART (WOW)

At the heart of WOW is an internationally renowned annual wearable art competition which attracts entries from around the globe. The astonishing works of wearable art created by designers and then selected by the judges go on to take the stage in the annual WOW Show, New Zealand's largest theatrical spectacle, which attracts an audience of 60,000 people each year. WOW also has the privilege to house and care for an incredible collection of past garments which are showcased through exhibitions, live events, and other activations. WOW's vision is to grow a global community of one million wearable art makers and to significantly increase its global brand, set out in a roadmap called our Three Horizon Plan. The programme of growth activity beyond the annual Show that drives this is known internally as WOW Lab.

LOCATION:	Based in Wellington, New Zealand with international and domestic travel	
PURPOSE:	Our Three Horizon Plan has been set and will be brought to life through a distinctive series of local and international experiences we've developed in a work programme called WOW Lab. This new role exists to help deliver that roadmap - turning the CEO's direction into momentum by driving the pipeline of new experiences behind it. That shift creates genuine room for the Head of Commercial to own the commercial engine: to model new opportunities, interrogate what will and won't work, and land them as deliverable reality. The role drives commercial and revenue growth - across funding, investment, sponsorship, partnerships, WOW-produced services and experiences, and ancillary revenue such as merchandise - developing the pipeline and driving sales, with decisions aligned to WOW's vision and values.	
REPORTS TO:	Chief Executive	
DIRECT REPORTS:	Partnerships & Development Manager, WOW Lab Project Contractor roles such as Producers and production teams, Wearable Art Specialist (0.4FTE on Activations and WOW Lab activities)	
KEY RELATIONSHIPS:	Internal Chief Executive Senior Leadership Team Commercial and WOW Lab team Wider WOW team Pou Māori and cultural advisers Head of Marketing (platform alignment) Head of Competition (maker community)	External WOW investors, partners, stakeholders and sponsors Third-party suppliers

KEY RESPONSIBILITIES

Strategic Growth Opportunities

- Supports the Chief Executive to achieve Three Horizon Plan, WOW Lab project goals, sponsorship goals, revenue and commercial growth
- Working with the SLT and WOW Lab contractors, lead the development of feasibility studies, business cases, operational planning, timelines and eventual delivery for WOW Lab activities (Exhibitions, touring events etc)
- Lead commercial and partner-facing market research to understand partner and destination appetite, deal economics and format viability in priority international markets, feeding this into business cases and WOW's market prioritisation.
- Champion innovation and continuous improvement
- Work closely with the Head of Marketing to ensure the digital Platform (social media, YouTube and content) and the Reach / WOW Lab strategies are aligned and mutually reinforcing.
- Apply a test-and-learn approach to new initiatives – designing them as “seeds” that grow engagement, are resourced well enough to fund themselves, and generate learning before they are scaled.

Proactive coordination and management

- Coordinate the activities of a small, high performing team of largely specialist contractors firstly in the feasibility and start-up phase and then into planning, delivery and reporting of WOW Lab activities
- Work with SLT as the first point of contact for WOW Lab activities ensuring effective cross-departmental collaboration and proactive communication
- Working with WOW Lab team, oversee and ensure effective management of WOW Lab activities through plans, budgets, timelines, reports and SOPs
- Successfully manage all aspects of any direct report's contract / employment journey ranging from recruitment through to exit and including training and accountable performance evaluations.

Commercial activity and revenue growth

- Develop the commercial pipeline from identifying targets, cultivating leads, qualifying opportunities and driving sales across WOW Lab activations, exhibitions and other commercial opportunities.
- Identify ways to maximise commercial opportunities across all projects.
- Steward and commercialise the WOW brand and intellectual property – including licensing, merchandise and format rights – and protect brand integrity within all commercial deals and partnerships.
- Analyse market trends and the competitive landscape to inform commercial strategies and maintain a competitive edge.

Partnership development

- Lead the development of government and other investor pitches, applications and bids, negotiates contracts and manages contractual obligations.
- With the Chief Executive, support the Partnership & Development Manager to research, identify and secure new commercial partnerships that align with organisational goals and deliver measurable value.
- Support the Partnership and Development Manager to drive the negotiation of major partnership agreements, ensuring mutually beneficial terms and long-term collaboration opportunities.
- Build and nurture relationships with key stakeholders, sponsors, and partners to expand the organisation's commercial network.

Contractor oversight and management	• Lead and manage external contractors engaged in WOW Lab operations and other commercial initiatives, ensuring compliance with organisational standards, timelines, and budgets. • Develop and maintain strong working relationships with contractors to optimise performance and deliver high-quality outcomes. • Monitor contractual obligations and performance metrics, addressing issues proactively to minimise risk and maximise efficiency.
Other	• From time to time, support with other duties as reasonably required.

EXPERIENCE	
Education, Experience and Person Profile	• Proven experience in an executive producing, commercial partnerships, event leadership, or business development role within the creative, entertainment or events sector. • Demonstrated ability to drive revenue growth through innovative commercial strategies and activations. • Proven track record of leading multidisciplinary teams and managing complex projects or activations • Experience building commercial activity or partnerships in new international markets is preferred • Substantial experience overseeing external contractors and third-party suppliers, including contract negotiation, performance management, and ensuring delivery to organisational standards and budgets. • Creative and commercial IP and legal experience. • Ability to build and maintain strong working relationships with sponsors, partners and contractors to optimise outcomes. • Experience building new initiatives, products or ventures using a test-and-learn approach – piloting at small scale and structuring initiatives to be self-funding before scaling. • A relevant tertiary qualification, such as a Bachelor's degree in Business, Commerce, Marketing, Arts Management, or a related field is desirable but not necessary. • A working cultural competency in Te Ao Māori (Māori world) and a commitment to honouring Te Tiriti o Waitangi, or a genuine openness to develop this.
Attributes	• High level strategic thinker and problem solver. • Excellent written and verbal communicator. • Effective relationship builder and negotiator. • Curious self-starter. • Skilled at planning and delivering to a high standard. • Entrepreneurial and ambitious for WOW's long-term plans. • Able to work with complexity and navigate uncertainty. • Resilient nature and able to work effectively under pressure. • Genuine champion for creativity. • A builder – able to establish and scale commercial systems, processes and team (including recruiting) as WOW grows, rather than relying on infrastructure already being in place. • Flexible and open to managing working hours across time zones to collaborate with international designers, partners and markets.

OUR PURPOSE

Our purpose is why we exist, why we come into work, and what we provide to people and the world.

“To create awe-inspiring encounters with a world of WearableArt”

OUR VALUES

Our values are a set of guiding principles and beliefs that help us function together as a company with shared intention.

We do awe

We're in the business of emotion. We evoke wonder, excitement, curiosity, and collective effervescence. We push the boundaries of what's possible and create a platform for others who do the same.

Collaborate with care

We match high expectations with high support, lifting each other up, as well as those we encounter. We're open to others' points of view by default, and challenge with respect. We grow together and consider the collective.

Champions for creativity

We're here for the makers of the world, and the people they inspire. We don't just celebrate creativity; we advocate for it. We believe the world needs makers and creators, and are passionate about bringing art off the wall and onto the body – and presenting this in mind bending ways.

Honing our craft

We aim to attract, develop and be the best in our field. We take immense pride in what we do, and the platform we provide for the artists of the world. We're constantly curious and hungry for better, trying new things, solving problems, and discovering opportunities.

Good ancestors

We aspire to leave the world a little better than we found it. We do this through lifting up human creativity, respecting the mana of all cultures, and by reducing our negative impact on the planet. We're proud to honour Te Tiriti o Waitangi.