

TRADE AND MARKETING EXECUTIVE REGIONAL DEVELOPMENT

Location	Group	Reports to	Direct Reports
Greymouth	Regional Development	Destination & Tourism Manager	0

Core Purpose:

Lead the organisation in engaging consumers and trade from New Zealand and offshore engaging with aspiring and existing visitors, ensuring awareness and desirability for the region with the intended audience. You will lead consumer-facing strategies, consumer acquisition and retention strategies, understanding all facets of the customer journey and market size. You will ensure the organisation remains agile, relevant and innovative in engaging with consumers.

Critical Functions:

Marketing and Advertising

- Understand and enact on all consumer facing opportunities for Development West Coast (DWC), ensuring accuracy and relevance in a customer journey map.
- Update and implement marketing plan in line with source market dynamics and changes, ensure flexibility to be able to adapt quickly.
- Facilitate development of an annual regional tourism marketing plan in conjunction with marketing and communications, including domestic consumer campaigns, international consumer activity, business to business promotions, conference marketing and event attraction.
- Pitch creative ideas, supported by creative and media agencies to ensure the region and its communities remain relevant and distinctive in the media space. Determine new and innovative creative messages for promoting the West Coast as a tourist destination.
- Manage and ensure accuracy of the annual content plan, tracking and mapping all planned content activity against visitor personas, and within the customer journey.
- Track efficiency of campaigns through monthly reporting, analysing high and low funnel content – leading to conversion.
- Support the development of collateral for all marketing, advertising, promotions and special projects of the organisation and liaison with all third-party suppliers.
- Media relations – domestic and international campaigns (B2B2C) & (B2C) partnerships.
- Keep up to date with international digital trends and implement these where appropriate.
- Social media and influencer strategy development.
- Lead the development of content and support the marketing and communications team in defining needs for asset.

Media and Trade

- Lead media, trade & PCO familiarisation tours across the West Coast – by organising and hosting visitors.
- Operation and maintenance of all systems affiliated with tourism processes (ex. Tour writer).
- Liaising with operators and the travel industry regarding media, trade, MICE and partnership opportunities.
- Lead trade development in domestic and international markets.
- Enable capability building and product development.

Research, Planning and Reporting

- Support the tourism team with consumer research, website analytics, market trends and patterns to ensure efficiency of campaigns.
- Ensure campaign budget is respected and seek efficiencies when possible.
- Support the development of new research-based advertising strategies for current and subsequent years that will increase travel market share.
- Competitive analysis - track conversion and website metrics.
- Track campaign metrics and report to stakeholders.
- Ensure stakeholders are aware of opportunities and support the commercial team to report on successful partnerships.

Stakeholder Management

The ability to develop and maintain a strong network of engaged stakeholders is critical in this role and will require the ability to strategically source, build and cultivate relationships and networks to benefit our West Coast tourism businesses, including:

- Regularly communicate with other tourism-related private and public sector organisations within the West Coast to ensure credibility of DWC.
- Building strong relationships with industry and promotion groups i.e. TECNZ, TIANZ, TNZ, CINZ, Regional Tourism Organisation's (RTO) and Promotions Groups.
- Develop corporate partnerships as opportunities arise to increase the reach of DWC consumer campaigns withing markets.
- Creating and maintaining positive relationships with International Marketing Alliances (IMA) Kaikoura, Christchurch & Canterbury Tourism, and Top of the South relationship with Nelson/Marlborough.
- Ensuring operators are kept up to date with tourism activities and opportunities via regular communications.
- Maintaining a high level of communication among area attractions, hotels and other tourism industry representatives.

Success Indicators

- DWC is recognised locally and nationally as the West Coast's regional and economic development organisation and RTO, with productive and connected local and national relationships forged.
- Positive business growth and development across the region.
- Successful delivery of relevant aspects of the region's economic development strategy and action plan.
- Operating plans, goals and objectives set out in the annual business plan as they pertain to tourism marketing are implemented and achieved.
- Accuracy of customer journey map and activity against the plan.
- Accuracy of content plan to ensure activity for consumer personas, high and low funnel.
- Functions required of being the region's RTO are undertaken efficiently and effectively.
- Spearhead commercial partnerships with regional, national, and international partners. Align partnerships with commercial outcomes and elevate awareness of the West Coast as a visitor destination.
- Collaborate with the commercial team to ensure consumer marketing activities align with the trade supply chain. Identify opportunities for product distribution within the trade supply chain.



- Enhance visibility of the West Coast through media programs. Coordinate media opportunities, familiarisation trips, and tourism-related stories to increase awareness domestically and internationally.
- Reporting on all the above ensuring stakeholders understand and play an active role in the achievement of DWC consumer programs.

Capabilities

- Commercial acumen - proven experience in the commercial tourism sector, and desired experience in regional event strategies and business development around same.
- Excellent communication skills related to oral, written, and other mediums including website, social marketing, customer relationship management and database management.
- Understanding of consumer strategies, including acquisition and retention, engagement measurement, marketing automation and customer journey.
- Marketing and promotion background, and particular knowledge and experience with online media.
- Relationship builder – a strong listener, skilled at building and continuously growing strong and trusted relationships both internally and externally.
- Flexible – ability to be proactive and reactive, managing multiple priorities and able to eliminate roadblocks and not be deterred by the unexpected.
- Lateral thinker - ability to challenge conventional thinking and provide original and innovative insights and solutions.
- Team member – a team player who supports colleagues and collaborates to achieve objectives.
- Is committed to ongoing maintenance of professional standards and the development of relevant capabilities.
- Has a decisive and self-starting attitude with energy and motivation to be effective in a very demanding environment.
- Knowledge and understanding of the New Zealand tourism industry, and understanding of the tourism industry programs, and strategies for tourism marketing, research and development.
- A tertiary qualification in tourism, marketing or business studies, or equivalent experience.
- Ability to multi-task effectively and manage projects to successful completion.
- Knowledge of RTOs.
- Experience in presenting in group situations/public speaking.
- Ability to travel domestically and internationally when required.

Desirable

- Understanding of the New Zealand brand and global marketing initiatives.
- Knowledge of international travel distribution channels.