

TOURISM EXECUTIVE

REGIONAL DEVELOPMENT

PART TIME (20-25 HOURS PER WEEK)
12 MONTH FIXED TERM – MATERNITY COVER

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

Core Purpose:

The Tourism Executive is responsible for logistic support for familiarisation tours, updating content, following up on activity and ensure accuracy for correspondence and action. Work involves marketing the West Coast to stimulate economic development and promote tourism.

The promotion of the region and members to potential domestic and international visitors, media and trade; providing advice about best business practice, as well as planning for a sustainable growth across the local tourism economy.

Critical Functions:

Marketing and Advertising

- Support the development of an annual regional tourism marketing plan in conjunction with marketing and communications, including domestic marketing, international marketing, business to business promotions, conference marketing and event attraction.
- Support the implementation marketing plan in line with source market dynamics and changes, ensure flexibility to be able to adapt quickly.
- Support the implementation of domestic campaigns and project management around the development of assets and operator communications.
- Development of collateral for all marketing, advertising, promotions and special projects of the organisation and liaison with all third-party suppliers.
- Ensure accuracy in external systems such and improve efficiencies by tacking activity into CRM.

Marketing, Communication and Engagement

- Facilitate aspects of the annual regional marketing plan and co-ordination of supporting material for all marketing, promotions and special projects of the organisation and liaison with third party contracted services.
- Leads communications with regional tourism operators to ensure awareness with Regional Tourism Organisation (RTO) activity and opportunities.
- Develop and maintain of a marketing database for tourism related communications.
- Actively maintain database accuracy of tourism businesses, stakeholders and affiliated groups, ensuring communication efficiency.
- Ensure online meeting partner websites are regularly updated and managed including photos, descriptions, and promotions.
- In conjunction with the Digital Marketing Officer, ensure operators are kept up to date with tourism activities and opportunities.
- Liaise with West Coast i-Sites, DMCs, tourism operators and accommodation providers.
- Maintenance of a marketing database for tourism related communications.

Promoting sustainable employment opportunities and generating sustainable economic benefits for the West Coast region.

Media & Trade

- Coordinate 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).
- Ensure accuracy of tourism and affiliated websites, publications and content (ex. Newzealand.com, RTONZ, TEC, Topofthesouth.com) and wholesale websites.
- Assist with co-ordination and collation of supporting material for media enquiries (e.g., editorial and images).
- Liaising with operators and the travel industry regarding media, trade, MICE and partnership opportunities.

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 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.
- Ensuring operators are kept up to date with tourism activities and opportunities via regular communications.
- Monthly activity report from the Destination Management team.
- Maintaining a high level of communication among area attractions, hotels and other tourism industry representatives.
- Engage with stakeholders on the West Coast – ensure high level of knowledge about the tourism proposition in the community.

General

- Undertake marketing projects and functions to enable their achievement within agreed timelines and budgets.
- Administrative duties as required of the role.
- Undertake any other duties as may be required of a regional tourism organisation and as requested by the Economic Development Manager and/or Destination and Tourism Manager.
- Ensure budget accuracy for ongoing activity.
- Facilitate industry upskilling and development through workshops and capability building activity.

Success Indicators

- Development West Coast (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.
- Functions required of being the region's RTO are undertaken efficiently and effectively.



Capabilities

- Commercial acumen – experience in engaging with commercially sensitive information and operators.
- Excellent communication skills related to oral, written, and other mediums including website, social marketing, customer relationship management and database management.
- 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.
- Project management – ability to drive successfully multiple projects in a fast-moving environment ensuring prioritisation. 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.
- Ability to multi-task effectively and manage projects to successful completion.
- Ability to travel when required.
- Experience in computer systems and software- Microsoft office suits, CRM, Eventbrite and Mailchimp.
- Ability in writing and developing newsletters, written communications, online articles.
- Ability in writing and developing agency briefs, reports and timelines.
- High level of attention to detail.