

PART A: JOB SUMMARY

To provide clear goals, expectations, and feedback so that each member of the team can significantly multiply their contribution to WellingtonNZ and to their own success.

Name of role:	Destination Development Project Manager (Fixed Term)
Reports to:	Tourism & Visitor Economy Manager
Direct Reports:	Nil
Date:	September 2021
Purpose of the job:	<p>The Destination Development Project Manager is responsible for enabling the delivery of projects identified in the Wellington City and Wellington Region Destination Management Plans.</p> <p>The visitor economy is a key driver in achieving broader economic development outcomes, creating jobs, and supporting local businesses. The Wellington region’s Destination Management Plans take a four wellbeing’s approach to guide decisions that are economically, culturally, socially, and environmentally balanced.</p> <p>This role will engage with a broad range of stakeholders including Councils, iwi, sector groups and central government to enrich the region through projects that will enhance the region experiences in a way that is underpinned by productive, sustainable, and inclusive tourism.</p> <p>(One-year, fixed term role from commencement date)</p>

PART B: JOB DESCRIPTION

Key responsibilities: Specific actions, tasks, or areas of responsibility this role will oversee.

Area of responsibility	Actions/Tasks
<p>Activate the Wellington City & Wellington Regional Destination Management Plans</p>	<ul style="list-style-type: none"> • Work with regional councils, tourism organisations and businesses to activate the regional and sub-regional Destination Management Plans by identifying priorities, feasibility requirements and potential business case development • Build tourism industry capability i.e., Qualmark, sustainability and business resilience • Work with businesses and regional sub-groups to facilitate a skilled workforce through Go With Tourism, internships and tourism sector work placements and promote linkages between industry and providers. • Work with iwi, Māori businesses and WellingtonNZ’s Māori Business Advisor to support Māori business development and the development of cultural visitor experiences • Take a region wide regenerative approach to tourism and the visitor economy, especially leveraging the opportunity provided by the goals of Wellington City’s Carbon Zero 2050 strategy • Complete updates and reporting as required
<p>Project Management</p>	<ul style="list-style-type: none"> • Design an efficient Destination Management work programme • Lead feasibility into new commercial tourism experiences that align with Wellington’s strengths • Identify cross-sector (public and private) funding or collaborative projects that support Destination Management Plan outcomes, including developing an investor proposition for outreach to commercial operators / investors • Identify the challenges and possible actions to enable visitors to better access public transport around the region • Carry out a wayfinding audit of the region, including recommendations to improve signage consistency and legibility • Work with relevant stakeholders to identify ways to make Wellington a more accessible destination

Area of responsibility	Actions/Tasks
Stakeholder/Relationship Management	<ul style="list-style-type: none"> • Maintain both formal and informal relationships with key stakeholders • Work with internal and external stakeholders to initiate the implementation of the completed Destination Plans • Work collaboratively with the Regional Economic Development Strategy Programme Manager (developing Regional Economic Development Strategy), various Council economic development staff, government agencies and tourism business clusters
Other	<ul style="list-style-type: none"> • In the process of Stakeholder engagement other information relevant to the management and activity of WellingtonNZ may be discovered; this should be shared with the manager or other colleagues at WellingtonNZ as appropriate
Health, safety, wellbeing, and compliance	<ul style="list-style-type: none"> • Take an active role in identifying and mitigating any health and safety risks to yourself and others • While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others • Comply, as far as you possibly can, with any instructions, policies, procedures, or guidelines given by WellingtonNZ in relation to health, safety, and compliance • Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety
WellingtonNZ collaboration	<ul style="list-style-type: none"> • Maintain a “WellingtonNZ-wide” perspective with all your work • Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required • Communicate with fellow WellingtonNZ colleagues on work, initiatives, and projects • Actively collaborate and participate in WellingtonNZ-wide initiatives and projects

Job outcomes: Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
Workplan Development	<ul style="list-style-type: none"> • Delivery of workplan and actions
Capability Building & Product Development	<ul style="list-style-type: none"> • Number of new initiatives and developments
Successful delivery of key projects	<ul style="list-style-type: none"> • To be developed

Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Functional skills and experience	<ul style="list-style-type: none"> • Understanding of New Zealand's and Wellington's tourism and visitor sector environment • Strategic understanding of economic development, tourism strategy and Destination Management Principles • Excellent project management skills • Ability to build and maintain effective working relationships • Understanding and experience of working with diverse stakeholders with different views and perspectives including those in leadership positions and those involved in delivery of initiatives in the Wellington region • Experience of tikanga Māori and developing meaningful iwi relationships • Ability to take complex and varied viewpoints, develop context and recommended actions • Ability to share the opinions of those engaged with colleagues to develop further context • Excellent communication skills, including reporting, presenting and business writing.
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision

Competency	Description of competency
Leading with purpose	<ul style="list-style-type: none"> • Living our values • Having the courage to question and speak up • Adapting your style to meet individual needs
Making things happen	<ul style="list-style-type: none"> • Giving timely and constructive feedback • Staying close to the issues • Collaborating for better decision-making • Recovering quickly from setbacks
Building an awesome team	<ul style="list-style-type: none"> • Valuing uniqueness and differences in others • Trusting others • Sharing information, collaborating and helping others
Being authentic and inclusive	<ul style="list-style-type: none"> • Recognising you own strengths and areas for development • Asking for and responding positively to feedback • Questioning and challenging others with respect • Owning your mistakes.

Values: Our purpose & values which bring to life WellingtonNZ’s aspired culture.

Our purpose	Our organisational values	Our culture
<p>To make the Wellington region wildly famous</p>	<p>Do it together Dare to be different Show the passion Find the fun Focus on the customer</p>	<p>Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth</p>