

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.

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| Name of role: | Remutaka Cycle Trail – Trail Advisor (0.5FTE) |
| Reports to: | Tourism & Visitor Economy Manager |
| Direct Reports: | Nil |
| Date: | July 2020 |
| Purpose of the job: | <p>This new role is about supporting the further development of a world-class Great Ride recreation trail that currently starts in Petone and ends at the Orongorongo. The trail can be experienced in either direction and by foot or bike including a section that is open to horse riding. You will be responsible for the management and development of the Remutaka Cycle Trail (RCT) which is one of the 22 Ngā Haerenga NZCT Great Rides.</p> <p>Responsibilities include implementation of the 2019 RCT Experience Plan, and coordinate work with landowners including GWRC, DOC, UHCC, HCC, SWDC, private landowners and trail partners to develop, manage and promote a sustainable trail. The trail will deliver economic benefits to the region’s communities through increased trail related tourism and associated business and employment opportunities as well as health and wellbeing benefits to residents and visitors.</p> <p>This is a three-year, fixed-term position with the possible option to extend based on available funding.</p> |

PART B: JOB DESCRIPTION

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

| Area of responsibility | Actions/ Tasks |
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| Product Development | <ul style="list-style-type: none"> Work with trail managers/landowners and key stakeholders to operationalise the RCT Experience Plan with a view to defining commitments in each trail funders and agency Long Term Plans from 1 July 2021 |

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| | <ul style="list-style-type: none"> • Submit NZCT MGR funding applications for trail enhancements • Liaise with NZCT and other Great Rides, attend the NZCT conference in Wellington, and identify opportunities for product development and pass on relevant information to the RCT Steering Committee • Work with NZCT and MBIE to deliver any elements that are required of a NZCT Great Ride • Gather and share user insights with trail partners and stakeholders to improve business and rider experience • Encourage and facilitate development of new trail experiences including events and businesses packaging together and offering additional products |
| Marketing and Communications | <ul style="list-style-type: none"> • Work with the trail marketing sub-committee on implementing a 12-month trail marketing plan • Facilitate work with all stakeholders to develop a cohesive trail story, brand, visual identity style guide and consumer propositions • Work with the Wellington Regional Trails Advisor and WellingtonNZ content team for collaboration on campaigns and websites and incorporating the regional Find Your Wild brand as appropriate |
| Accounts and Finance | <ul style="list-style-type: none"> • Manage and report on the RCT annual budget • Coordinate with landowners to obtain invoices for NZTA MGR Funding project invoices, invoices and send through to the Wellington Regional Trails Advisor for processing with NZTA |
| Monitoring and Reporting | <ul style="list-style-type: none"> • Monitor the monthly trail-counter data and visitor surveys to report insights and feedback – including any urgent issues • Report and coordinate reporting on any trail major incidents involving visitor injury with the project sponsor/manager, Chair, landowner and report monthly to NZCT • Work with trail managers/landowners to support the completion of the annual NZCT Warrant of Fitness (WOF) trail audit and the Wellington Regional Signature Trail Audit and collaborate on addressing any WOF requirements and trail development in the Experience Plan • Monitor and report on the progress of MGR Funding projects during construction to the RCT Steering Committee and MBIE • Coordinate the creation of a combined RCT Trail Asset Management Plan through each of the landowners individual Asset Management plans |

| Area of responsibility | Actions/ Tasks |
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| Stakeholder Management | <ul style="list-style-type: none"> • Be a central point of contact for the RCT and deal with all parties in a polite, courteous and professional manner at all times and be prepared to roll up our sleeves and do whatever is required, in a safe manner, to meet the needs of the trail as and if issues arise • Work collaboratively with tourism operators, Regional Tourism Organisations, landowners and stakeholders to develop new opportunities that deliver enhanced value proposition to trail users and drive trail usage • Have a direct relationship with NZCT regarding ongoing trail requirements and development best practice. • Work with landowners to attract and retain official trail partner tourism operators, encourage them to request their customers complete a trail survey • Work with trail stakeholders to update the RCT Experience Plan as required • Work with trail stakeholders to secure funding from NZCT/MBIE |
| Regional Coordination | <ul style="list-style-type: none"> • Work closely with the council landowners, DOC, WellingtonNZ, Wellington Regional Trails Advisor represented on the RCT Steering Committee to ensure a regionally coordinated approach to trail management |
| Wainuiomata Heartland Ride | <ul style="list-style-type: none"> • Work with Love Wainuiomata, Hutt City Council and stakeholders to complete the development and promotion of the new Wainuiomata Heartland Ride • Become a central point of contact for the Wainuiomata Trail's ongoing management, development coordination and marketing • Work with Wainuiomata Heartland Ride stakeholders to develop the ride as a natural extension of the Remutaka Cycle Trail experience and development – as defined the in the RCT Experience Plan. |
| Administration | <ul style="list-style-type: none"> • Responsible for secretariat duties for the RCT Steering Committee (meets quarterly) producing meeting minutes in a timely manner • Support the Chair with draft agenda and organising committee meeting requirements • Ensure that committee members have access to the appropriate documents to make decisions • General administration tasks as required for the responsibilities of this role |
| Risk Management | <ul style="list-style-type: none"> • Identify, assess and monitor existing, new and emerging risks |

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| | <ul style="list-style-type: none"> • Appropriately communicate and escalate risks and issues to project sponsor and other relevant parties, including managing project risk register • Ensure all project risks are mitigated or managed appropriately and in accordance with the level of risk |
| 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 of 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 |
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| RCT Experience Plan | <ul style="list-style-type: none"> • Deliver the priority projects in the RCT Experience Plan up to the one-year anniversary of the job commencing on TBC |
| Review the trail user experience and visitor monitoring, customer research and surveys | <ul style="list-style-type: none"> • Rider market profile data collated to inform marketing initiatives and trail experience plan • Reach NZCT requirement of 300 minimum completed surveys • Trail-wide counter data reviewed and reported. |
| Development of a compelling singular trail brand | <ul style="list-style-type: none"> • Brand and trail story adopted by a coordinated marketing sub-committee • Development of a visual style guide for trail partners and landowners to use |
| Development of one cohesive trail experience through sign and interpretation | <ul style="list-style-type: none"> • Development of trail interpretation plan • Logo and visual style applied to all trail assets as refreshed/replaced |

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| | <ul style="list-style-type: none"> • Production of high-quality trail maps/guides/itineraries for users • Design and supply of interpretation panels on the trail and start/finish map board designs updated • Trail infrastructure and related experiences for riders is mapped and promoted |
| Trail promotion is high quality and effective driving increased use. | <ul style="list-style-type: none"> • Annual marketing plan is developed with trail landowners and agencies marketing sub-committee. • Trail brochure, where relevant, reproduced to maintain distribution • PR and trail advertising opportunities with key publications scoped • Trail website and third-party websites are updated with new content • Trail has a strong social media and digital presence • The trail is represented at industry and trade functions • Trail user generated content is captured and use in trail promotion • Trail is promoted at related consumer events / shows – e.g. Remutaka Trail Fun Run or lifestyle shows • Trail database and e-newsletter is established |
| Coordinated trail and asset development and MBIE / NZCT funding is secured for trail development | <ul style="list-style-type: none"> • Up to date asset development plan is maintained with landowners • Landowners supported in securing MBIE / NZCT funding through application |
| Trail steering group is effective and is supported | <ul style="list-style-type: none"> • RCT Steering Committee meets quarterly with quality secretariat support • Coordinated view of all trail actions and progress in maintained • Engagement with iwi |
| Fulfil NZCT membership requirements | <ul style="list-style-type: none"> • Asset management plan collated from landowners • Annual audit of the trail network for NZCT Trail WOF completed |
| Official trail partners increase along with operator business growth and new products for operators | <ul style="list-style-type: none"> • Official trail (business) partner membership retained and grown each season. • Workshops by trail stakeholders are held for networking and development. • Trail visitor and trade insights are readily available for business and trail improvement |

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

| Competency | Description of competency |
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| Functional skills and experience | <ul style="list-style-type: none"> • Demonstrates excellent project management skills and has experience managing complex, multi-stakeholder projects • Experience in tourism/product marketing and promotion • Excellent writing and verbal skills including presentation skills • Experience in working with a wide range of stakeholders and communities and able to engage effectively with diverse audiences • Have a positive approach and ‘can do’ attitude to tasks and through attention to detail and great stakeholder relationship management |
| Creating a vision | <ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision |
| 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 |
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| To make the Wellington region wildly famous | Do it together Dare to be different Show the passion Find the fun Focus on the customer | Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth |