

PART A: JOB SUMMARY

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

Name of role:	Tourism Trade Manager
Reports to:	Tourism & Visitor Economy Manager
Direct Reports:	Nil
Date:	July 2021
Purpose of the job:	<p>To collaborate with the travel distribution network to increase visitor length of stay and spend in Wellington.</p> <p>To identify opportunities to promote Wellington businesses to extend length of stay and visitor numbers to Wellington.</p> <p>You will:</p> <ul style="list-style-type: none"> • represent the Wellington Region at Tourism New Zealand and industry events and carry out planning and follow-up activities resulting from these events. • deliver industry training. • host travel trade visitors to Wellington.

PART B: JOB DESCRIPTION

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

Area of responsibility	Actions/ Tasks
Tourism Trade	<ul style="list-style-type: none"> • Attend travel trade events (digital and in-person) organised by Tourism New Zealand in key international markets. Carry out the planning and follow-up activities resulting from these events to maximise Wellington region outcomes. • Build and maintain a network of knowledge with New Zealand and Australia based inbound operators so they can recommend the Wellington region and Wellington products to international travel intermediaries.

Area of responsibility	Actions/ Tasks
	<ul style="list-style-type: none"> • Visit inbound operators and Australia travel trade wholesalers with key Wellington tourism product partners (as appropriate). • Connect local tourism operators with inbound operators and facilitate their pathway to market. • Provide market intelligence, leads and trip reports to tourism industry partner businesses. • Response to travel trade requests for information and assistance in developing their Wellington itineraries. • Keep contact and relationship information up to date in the relevant CRM and/or sales system.
Representing WellingtonNZ and Wellington	<ul style="list-style-type: none"> • Build and maintain formal and informal relationships with key stakeholders. • Build and maintain strong relationships with Tourism New Zealand's Trade team and international offices, and local tourism operators, to identify and create innovative trade itineraries. • Carry out training calls to i-SITE Visitor Centres, inbound tourism operators, online travel agents and wholesalers, to profile Wellington. • Create and promote trade itineraries and training resources. • Maintain relevant day to day WellingtonNZ.com and newzealand.com content. • Work proactively and creatively with international travel sellers to source training and trade marketing opportunities to profile Wellington. • Contribute to the delivery and objectives of the Wellington and Wellington Region Destination Management Plans.
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
Number of trade appointments held each year	<ul style="list-style-type: none"> To be agreed with your People Leader.
Number of agents trained each year	<ul style="list-style-type: none"> To be agreed with your People Leader.
Successful delivery of key projects, resources and events	<ul style="list-style-type: none"> To be agreed with your People Leader.

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"> A strong understanding of New Zealand’s international tourism markets and tourism distribution network. Established industry relationships with Tourism New Zealand, inbound tour operators and international travel sellers. Able to identify leads and develop these to benefit Wellington’s visitor economy. A confident, engaging, and creative training presenter, with livestreaming, webinar and face-to-face presentation skills. Experience in itinerary and content creation. Project management experience. Capacity/flexibility to travel.
Communication	<ul style="list-style-type: none"> Strong communication skills, i.e. can clearly communicate information and adjust communication style/ approach to suit the audience.
Relationship Management/Customer Focus	<ul style="list-style-type: none"> Able to focus on the customer/client by being aware of their needs and responding proactively and consistently.

Competency	Description of competency
Initiative Analysis & Problem Solving	<ul style="list-style-type: none"> • Able to use relevant information to analyse issues and apply reason to reach conclusion and make practical recommendations.
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context. • Challenging the status quo. • Accepting challenges. • Committing to the vision.
Teamwork	<ul style="list-style-type: none"> • Co-operates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.
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>