

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:	Wellington Regional Trails Advisor (0.5FTE) – fixed-term position (to June 2023 based on current funding)
Reports to:	Tourism & Visitor Economy Manager
Direct Reports:	Nil
Date:	October 2021
Purpose of the job:	<p>The role is responsible for extending the implementation of the Wellington Regional Trails Framework including delivering priority region-wide projects as outlined in the Framework Implementation Plan.</p> <p>This role is about supporting the world class recreational trails network in the Wellington Region for the benefit of all users including walkers, trampers, trail runners, mountain bikers, volunteer conservationists and horse riders. The role of the Trails Framework Advisor is to deliver projects as outlined in the Regional Trails Three Year Programme of Work. This includes working with the region’s trail managers, partners and communities to develop, manage and promote a sustainable trails network that delivers health and wellbeing benefits to residents and economic benefits to the region’s communities and associated business through increased trail-related tourism.</p> <p>The Regional Trails Advisor is responsible for championing Wellington region as a world-class trail destination with the role funded by the region’s district and city councils, the Greater Wellington Regional Council, Department of Conservation and WellingtonNZ who make up the Regional Trails Coordinator Committee.</p>

PART B: JOB DESCRIPTION

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

Area of responsibility	Actions/ Tasks
Stakeholder Management	<ul style="list-style-type: none"> • Establish, manage and maintain effective relationships with key stakeholders. • Support the Regional Trails Coordination Committee to provide for communication with, and input from the Trails Framework Partners, programme funders and the tourism industry. • Secretariat duties for the Regional Trails Framework Coordination Committee. • Support the Trails Community & Industry Engagement Forum including providing secretariat support to the forum Chair
Product Development	<ul style="list-style-type: none"> • Maintain oversight of the design guidelines for Signature and Regional Trails which consider all aspects of the visitor experience including facilities, infrastructure and supporting services. • Facilitate and present Signature Trails and Regional Trails audits to identify where further product development is required. • Support economic development for trail-related businesses and events to add to the trail offering for residents and visitors throughout the region. • Continue to facilitate the actions of the Trail Market Gap Analysis of potential new trail-related products for Signature and Regional Trails and liaise between trail managers and commercial operators on the development of products and services to enhance the visitor experience on offer.
Marketing and Communications	<ul style="list-style-type: none"> • Liaise with WellingtonNZ's Marketing team to deliver the regional trails 'Find Your Wild' marketing strategy with a focus on creating awareness of Signature Trails and positioning these as the region's 'must do' trail experiences. • Liaise with WellingtonNZ's Digital team and trail managers, trail related businesses and stakeholders to maintain and develop content on WellingtonRegionalTrails.com and social channels • Encourage landowners to promote the messaging and information on shared use behaviour and user codes of conduct
Monitoring and Reporting	<ul style="list-style-type: none"> • Maintain visitor monitoring trail counter data to track use across the region and inform decision making. • Liaise with Trail Framework partners to collaborate on trail user surveys. • Provide regular progress reports to the Regional Coordinating Committee, Community Engagement Forum and other groups as required.

Area of responsibility	Actions/ Tasks
Regional Coordination	<ul style="list-style-type: none"> Act as a liaison between Councils, DOC and WellingtonNZ to ensure a regionally coordinated approach to trails management. Submit where appropriate on trail-related Council policy submissions
Funding	<ul style="list-style-type: none"> Identify opportunities for central Government and alternative sources of funding to support implementation of the Wellington Regional Trails Framework. Prepare funding applications as required. Apply for the three-year funding cycle at the end of 2023 term.
Finance	<ul style="list-style-type: none"> Manage Regional Trails Framework budget.
Risk Management	<ul style="list-style-type: none"> Identify, assess and monitor existing, new and emerging risks. Record in the Risk & Issue Register. Appropriately communicate and escalate risks and issues, including managing a 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
Delivery of priority projects as outlined in the Regional Trails Three Year Programme of work	<ul style="list-style-type: none">
Trails Destination Website Development	<ul style="list-style-type: none"> Develop digital Hub for Trails Information across the region including interactive maps drawing on GIS mapping project data
Regional Trails Marketing	<ul style="list-style-type: none"> Continue implementation of the regional trails marketing strategy with WellingtonNZ's Marketing team with a focus on creating awareness of Signature Trails and positioning these as the region's 'must do' trail experiences
Regional Community Engagement Forum	<ul style="list-style-type: none"> Maintain the Forum to provide for communication with, and input from the community, trails groups and the tourism industry on implementation of the Regional Trails Framework
Design Guidelines for Signature and Regional Trails	<ul style="list-style-type: none"> Maintain the approved standards and design guidelines for Signature and Regional Trails taking into account current best practice standards for shared use, pedestrian, cycling, mountain biking and horse-riding trails.
Signature and Regional Trail Audit and Gap Analysis	<ul style="list-style-type: none"> Manage and present regular Audits of what is currently available and gap analysis of potential trail related products. This includes trail infrastructure and associated facilities which could add value to Signature and Regional Trails and enhance the visitor experience on offer and will be completed in consultation with trail managers, the tourism industry and WellingtonNZ Destination and Marketing teams.
Product Development for Signature and Regional Trails	<ul style="list-style-type: none"> Facilitate outcomes from the trail related Product Gaps Prospectus (as identified in the audit and gap analysis) and facilitate liaison between trail managers and commercial operators on the development of products and services to enhance the visitor experience on offer on Signature and Regional Trails. This may include working with the Department of Conservation to identify and establish national level experiences in the Wellington region.
Shared Use Behaviour Guidelines and Messaging	<ul style="list-style-type: none"> Maintain and distribute messaging and information on Shared Use Behaviour and User Codes of Conduct, working alongside key stakeholder and industry groups.
Standardised Visitor Monitoring and Surveys	<ul style="list-style-type: none"> Maintain standardised visitor monitoring systems for visitor use data to track use across the region and inform investment decisions.

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"> • Demonstrates excellent project management skills and has experience managing complex, multi-stakeholder projects. • Deep understanding of Wellington Regional trails and trail events. • Experience working with a wide range of stakeholders and communities and able to engage effectively with diverse audiences. • Experience in marketing and promotion. • Excellent written and verbal communication skills including secretariat and presentation skills.
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

Competency	Description of competency
	<ul style="list-style-type: none"> • 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>