



## Job Description

<b>Position Title:</b>	Destination Development Manager
<b>Reports To:</b>	General Manager - Destination and Attraction
<b>Direct Reports:</b>	One
<b>Locations:</b>	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) GreenHouse, 146a Lichfield Street, Christchurch Visitor Centre, 28 Worcester Boulevard, Christchurch
<b>Status:</b>	Permanent Full-time
<b>Date:</b>	September 2018

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

### Why is this role important?

The purpose of this position is to develop and implement the strategy for attracting public and private investment in attractions which support the visitor experience, including the feasibility and innovation of destination activities for delivery by key industry partners. Taking a holistic approach to Christchurch as a visitor destination, oversee management of the visitor experience ensuring this is first class, and grow industry capability to ensure the sustainability of the visitor economy. Manage a pipeline of destination attraction prospects, maintaining key local, national and international partnerships with investors and stakeholders with a focus on commercial outcomes. Be the industry thought leader in 'place brand', maintaining a keen view of trends in destination management and development and applying these to the Christchurch landscape.

### What this role is about?

<b>Strategy</b>	<ul style="list-style-type: none"><li>• Research, develop and manage a Destination Development strategy to ensure Christchurch has best-in-class, highly functional sustainable visitor infrastructure, attractions and tourism product that rivals the best in the world and identifies and delivers major new visitor attractions to the city</li><li>• Scope the opportunity of the Christchurch International Education Strategy and work to enhance the destination experience of international students</li><li>• Identify new attractions, product opportunities and activities based on anticipated changes in tourism markets and growth rates to ensure Christchurch is a premium visitor destination</li><li>• Develop and maintain strategic industry partnerships which position ChristchurchNZ at the forefront of destination development trends</li><li>• Be accountable for ongoing research activity into market intelligence, product innovation, sustainability and global trends to assess current state</li></ul>
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	<p>and identify gaps to inform ongoing strategy and the expansion of enhanced product</p> <ul style="list-style-type: none"> <li>• Be a Christchurch Narrative 'brand champion', aiming to align the visitor experience with the 'place brand' of Christchurch</li> </ul>
<b>Business Development</b>	<ul style="list-style-type: none"> <li>• Possess an in-depth understanding of lead generation within the attraction industry to build and enhance long-term commercial relationships with strategic partners to identify new business opportunities</li> <li>• Develop products which grow Christchurch's market share to increase visitor numbers, length of stay and spend</li> <li>• Improve Christchurch as a visitor destination through the delivery of an enhanced end-to-end visitor experience</li> <li>• Ensure a robust pipeline of visitor attractions that feeds the strategic plan</li> <li>• Champion new ideas by seeing the merit in their potential to strengthen the ChristchurchNZ destination proposition</li> <li>• Build close working relationships with key stakeholders to ensure Christchurch is a must-visit destination, removing roadblocks and maximising opportunities for improvement or development</li> <li>• Develop applications for joint venture funding into core infrastructure projects</li> <li>• Ensure airline route development into Christchurch is well supported by ChristchurchNZ and that market development opportunities are identified</li> <li>• Ensure cruise market development into Christchurch is well supported by ChristchurchNZ and that development opportunities are identified</li> <li>• Use impeccable negotiation, influencing and communications skills</li> <li>• Represent the Christchurch tourism industry by being a credible source of knowledge and expertise around Christchurch as a destination</li> <li>• Develop high quality professional presentations in conjunction with marketing and deliver content in person and in writing that is compelling, bold, and supports ChristchurchNZ strategy targeted to key stakeholders</li> </ul>
<b>Oversee and Lead Delivery of Attraction and Visitor Infrastructure Projects</b>	<ul style="list-style-type: none"> <li>• Oversee the management and growth of the Tourism Business Partner programme ensuring efforts are appropriately aligned with ChristchurchNZ's strategic initiatives and showing results</li> <li>• Motivate key strategic partners to become advocates for Christchurch, utilising and leveraging their resources and assets to increase investment in the visitor experience</li> <li>• Provide oversight, advice and implementation of strategic feasibility assessments for destination proposals to identify and design experiences that realise their maximum potential, when required</li> <li>• Facilitate and enhance products to address gaps, promote sustainability and help provide a unique identity for Christchurch</li> <li>• Ensure sustainability is at the forefront of all work undertaken</li> <li>• Work with key stakeholders to lift awareness of Maori Tourism as an important component of Christchurch's destination experience</li> <li>• Manage the delivery of assigned projects ensuring scope, timeline and budget are met</li> </ul>

<b>Stakeholder Management</b>	<ul style="list-style-type: none"> <li>• Work across stakeholder and wider Council group to influence policy and remove roadblocks including advocacy for priority of infrastructure needs for the Christchurch visitor experience</li> <li>• Maintain accountability for the relationship management of key tourism operators, accommodation providers, and other industry stakeholders to ensure a quality visitor experience and support product development activity</li> <li>• Build strong cross-agency alignment with local, national and international organisations to effectively integrate the needs of the visitor economy</li> <li>• Create strategic community advocates for Christchurch as a visitor destination and that increases the understanding and value of the visitor economy</li> <li>• Develop world class visitor infrastructure to support not only needs of tourists, but of local communities and communicate this to Christchurch residents</li> </ul>
<b>Reporting and Success Measures</b>	<ul style="list-style-type: none"> <li>• Be an industry leader for destination data, understanding core measurement methodologies and applying these to the destination development and management strategies</li> <li>• Be accountable and transparent to the tourism industry around performance measures and success for Christchurch</li> </ul>
<b>Team Management &amp; Development</b>	<ul style="list-style-type: none"> <li>• Be an inspirational people-leader, encouraging team to think creatively and use best-practise project management</li> <li>• Oversee and manage the priorities of direct report(s) and provide advice and assistance on a range of tasks related to their role(s), as and when required</li> <li>• Take primary responsibility for recruiting, motivating, and performance managing staff to meet or exceed organisational objectives</li> <li>• Through regular communication, ensure staff have a clear understanding of their role, their work priorities and how their work aligns to ChristchurchNZ strategic priorities</li> <li>• Lead, mentor and inspire staff to achieve their goals and work effectively as a team</li> <li>• Ensure poor performance of your staff is addressed within agreed time frames ensuing consultation with your manager where appropriate</li> <li>• With support from the HR team, ensure all employee paperwork is complete and current including position descriptions, appropriate employment agreements and annual KPIs</li> <li>• Contribute to management forums for the development of ChristchurchNZ's 'people' strategy including engagement, recognition, performance improvement and review programmes</li> </ul>

## ChristchurchNZ ways of working

<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit</li> </ul>
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	<ul style="list-style-type: none"> <li>• Participate fully in team meetings providing updates on project progress, new developments and other relevant information</li> <li>• Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them</li> <li>• Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance</li> <li>• Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating</li> <li>• Identify and pursue opportunities to ignite bold ambitions</li> </ul>
<p><b>Corporate Responsibility</b></p>	<p><b>Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes</li> <li>• Disciplined and regular use of CRM to enable a shared understanding of our stakeholders</li> <li>• Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy</li> </ul> <p><b>Commercial Capability</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams</li> <li>• Act with integrity and aim to over deliver on our commercial agreements</li> </ul> <p><b>Business Systems &amp; Compliance</b></p> <ul style="list-style-type: none"> <li>• Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role</li> <li>• Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems</li> <li>• Prepare reports in a timely and accurate manner as required</li> <li>• Approve payments and spending in line with the delegated authority associated with this role</li> <li>• Use the Projects &amp; Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money</li> </ul> <p><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost</li> </ul>

	<ul style="list-style-type: none"> <li>Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs</li> </ul> <p><b>Maoritanga</b></p> <ul style="list-style-type: none"> <li>Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection</li> <li>Considers Maoritanga in all aspects of business, and engages with iwi where appropriate</li> </ul>
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>Comply with the Health and Safety Policy and processes at all times</li> <li>Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating</li> <li>Follow safe methods and take no unreasonable risks with your own or any other persons' safety</li> <li>Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager</li> <li>Seek assistance or advice where the safe method of completing a job is not known</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Proactively seek out relevant professional development activities to pursue in agreement with your manager</li> <li>Keep up to date on industry trends in your field of expertise</li> </ul>

## Key Relationships/Customers/ Clients

<b>Internal Relationships</b>	<b>Nature of the Relationship</b>
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
<b>External Relationships</b>	<b>Nature of the Relationship</b>
External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.	Stakeholder engagement and service delivery to achieve aligned outcomes

## Qualifications, Knowledge and Experience specification

Proven record of the creation or delivery of high-value visitor experiences, business/es or infrastructure
Commercial tourism business experience ideal
Demonstrated experience in undertaking business feasibility
Proven history to influence decision makers and others at all levels of an organisation
Exceptional political acumen
Minimum of 10 years working in commercial tourism or investment development in NZ or other equivalent experience
Qualifications in and demonstrated experience in project management, including an understanding of critical project management frameworks

Experience in managing multiple complex projects at any one time
Ability to demonstrate exceptional communication and professional presentation skills
Proven track record of working cooperatively across a wide range of organisations both nationally and internationally
Ideally strong existing relationships in the tourism industry in NZ
Relevant tertiary degree preferred
Intermediate skills in MS Office

## General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.