



Mahi Tahī

We are one team, stronger together as we work with and for our community to deliver outcomes that matter.

#arohatōmahī

We love our work and know that our work matters. That is why we do what we say we will do and apply energy and enthusiasm across our mahi.

Manaakitanga

We put our people first by showing them that they matter, through a focus on whānau's needs and aspirations.

Tiakitanga

We proudly and professionally contribute every day to the care of our community and whenua with courage, positivity and mana – leaving a legacy which future generations will embrace.

Details

JOB TITLE	Destination Management Lead
REPORTS TO	Strategic Communications Manager
GROUP	Community Vision and Delivery
DIRECT REPORTS	Nil with the possibility of a Coordinator
INDIRECT REPORTS	Nil
FINANACIAL DELEGATIONS	Statutory delegation may change from time to time in alignment and as approved by Council
WARRANTS REQUIRED	TBC
GRADE	16 TBC

*He rau ringa e pakari ai ngā taura whiri i ō tātou kāinga noho me ō tātou hapori – mai i te pae maunga o Tararua ki te moana
With many hands the threads which weave our neighbourhoods and communities together will be strengthened from the Tararua Ranges to the sea.*

Purpose

The purpose of the Community Vision & Delivery Group is to communicate and deliver our community strategy, focusing on alignment of that strategy across our people and partnerships. The Group is responsible for delivering a number of Council's key priorities including the Long Term Plan, Three Waters Reform, Ō2NL, District Plan Changes, Levin Town Centre Transformation, building our District Brand and leading community communication and engagement.

As a member of the Community Vision & Delivery Group this newly created role is responsible for evolving the destination management brand and delivering strategic outcomes. This role has a perfect mix of blue sky thinking and practical execution of day to day deliverables. In this role you will deliver the day-to-day requirements of website maintenance, marketing

and media campaigns and reporting. You will engage with a broad range of stakeholders including Councils, iwi, sector groups and central government to enrich the district through projects that will enhance the district's experiences in a way that is underpinned by productive, sustainable, and inclusive tourism.



Skills, Knowledge and Experience

QUALIFICATIONS	Relevant bachelor's degree (or above) and experience in economic development and/or tourism industries.
EXPERIENCE	Proven experience developing and delivering effective strategies. Established networks would be a bonus. Strong relationship management and interpersonal skills.
KNOWLEDGE	A strategic thinker who is able to make connections between various aspects of the organisation and identify both opportunities and implications. Demonstrates a sound understanding of Tikanga Māori and Māori values and an appreciation as to how it relates to Council and the community. Has obtained expertise in MS Word, Excel, PowerPoint and other database and information management systems.
LEADERSHIP	Is effective in influencing the thoughts and actions of others and drives progress through motivation of others. Future orientated and strategic, taking a big picture, long term view when planning and anticipating potential impacts on the business.
ACHIEVEMENT	Demonstrates a strong focus on high performance and personal achievement. Brings a solutions focused approach to getting positive outcomes and is willing to go above and beyond to exceed expectations.
RELATIONSHIPS	Ability to build strong working relationships and become a trusted advisor and colleague.
PROBLEM SOLVING	Asks questions and can think logically to enable problems to be clearly understood. Weighs up options and implications, identifies strategies and plans, and is comfortable making recommendations for possible solutions to problems.
COMMUNICATION	Excellent communications skills both oral and written, including ability to write concise and accurate reports. Exceptional influencing skills with a proven ability to communicate in a clear, confident and articulate manner. Ability to remain calm, composed, and optimistic in high pressure situations..
IMPLEMENTATION	Is reliable, detail-focused and professional knowledge is up to date. Matters are resolved at the first point of contact wherever possible. Complaints are handled effectively and efficiently. Excellent time management and project management skills and experience.
STRATEGIC AGILITY	Takes a big-picture, long-term view when planning and anticipating potential impacts on the business. Weighs up options and implications, identifies strategies and plans, and is comfortable with managed risks.
TEAMWORK	Collaborates and supports team members to achieve their targets and bring out the best in those involved.
GROWTH MINDSET	Has a desire to learn more and is able to learn new information and skills quickly. Is able to apply learnt information to new problems. Quick to pick up technical concepts and jargon.



Key Responsibility and Expected Outcomes



**'You'
Matter**

Health, Safety & Wellbeing

Promote a strong health and safety culture by proactively modelling our values and hold self and others to account to Consistently follow all health and safety policies and legislative requirements.

Leadership and Influence

Live our Values and focus on the Moments that Matter. Supporting your colleagues and empowering and inspiring growth and development across the organisation.

Change Leadership

Be an advocate for and a driver of change. Be a Future builder, help others across the organisation navigate the future.



**Partnerships
Matter**

Te Tiriti o Waitangi

Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate these into your work ensuring HDC projects are delivered in a culturally sensitive way.

Community and Customer Focus

Champion community engagement having a strong focus on meeting quality standards for services and evaluation of customer outcomes and satisfaction.

Relationship Management

Build networks and develop meaningful relationships with stakeholders both internally and outside Council. Internally, with Senior Management and team members from across Council, Destination Management planning is aligned with Council's services and strategic planning, externally with the public, and liaise with stakeholders as required on behalf of Council.



**Performance
Matters**

Job Execution

Consistently deliver high-quality work while maintaining a positive and professional attitude. At times the way in which work is undertaken will count just as much as the output.

Personal Development

Live the values of council and take responsibility for your own self development in order to enhance skills and knowledge applicable to current and future roles.

Risk Management

Effectively identify and manage risks, take actions to resolve and/or escalate issues to contribute to the maintenance of the risk management framework.

Continuous Improvement

Identify continuous improvement practices to support the implementation and delivery of council's outcomes.



**Work
Matters**

Activate the Destination Management Strategy and Action Plan

Work closely with the Communications & Engagement team, iwi and hapū, tourism organisations, businesses and council officers to define and deliver Destination Management initiatives.

Key Responsibilities include:

- Define and deliver a destination management strategy and outcomes.
- Develop a Destination Management Framework, tourism infrastructure gap analysis and action plan.
- Develop and implement a marketing strategy and media plan
- Identify and work to secure external and internal funding opportunities
- Work with Council officers to promote and attract Major Events to Horowhenua
- Build and nurture tourism industry relationships, capability and capacity
- Work with iwi, hapū and Māori businesses to support Māori business development and the development of cultural visitor experiences.
- Analyse and report on industry benchmarks and effectiveness of work programme.

Project Management

- Lead feasibility into new commercial tourism experiences that align with Horowhenua's strengths.
- Identify cross-sector (public & private) funding or collaborative projects that support Destination Management outcomes, including developing an investor proposition of outreach to commercial operators/investors.
- Work with relevant stakeholders to identify ways to make Horowhenua a more accessible destination.
- Ensure effective delivery, tracking, reporting, financial management and control of all project work streams assigned to the role.

Council Contribution

Actively and positively participate as a member of the Community Infrastructure Group and perform all reasonable duties as needed.

Participate in Emergency Management activities.



Alignment with our community outcomes



We uphold Te Tiriti o Waitangi and its principles and recognise the role of Mana Whenua as kaitiaki of their rohe. We support them to maintain and enhance tikanga with their ancestral lands and waterways, wāhi tapu and other taonga, and build mutually respectful partnerships with tangata whenua, supporting whanau, marae, hapū and iwi in achieving their aspirations.



We contribute to improving our natural environment for current and future generations to enjoy, and protect the important natural features in our district. We ensure our built environment supports the wellbeing of our people and manage competing pressures on resources sustainably.



We provide efficient, reliable and affordable infrastructure, developing and maintaining facilities and infrastructure to meet the needs of current and future generations. Our community facilities and infrastructure are resilient, helping us to respond to climate change and natural hazards, working with partners to develop infrastructure that enables growth.



We are business friendly, supporting diversity and resilience in our local economy and work with others to make our economy grow. We aspire for economic security for all of our people and seize growth opportunities for our district.



We value the diversity of our people, and how our district's heritage shapes our community's sense of identity and pride. We provide infrastructure, services, facilities and places to build resilient and connected communities where people of all ages and backgrounds feel included and safe. We are building collaborative relationships with service providers to enable all people to live positive and healthy lifestyles, encouraging our people to participate in local decision making.

