

## MARKETING & CAMPAIGN EXECUTIVE REGIONAL DEVELOPMENT

Location	Group	Reports to	Direct Reports
Greymouth	Regional Development	Destination & Tourism Manager	0

### Core Purpose:

To lead the organisation in attracting consumers from NZ and all over the world. Engaging with existing visitors in the market and after they depart. Responsible for driving content development, joint venture campaigns (with operators and partners such as Air NZ, TNZ, Kiwirail, DOC etc..

### Critical Functions:

#### Marketing and Advertising

- Update and implement marketing plan in line with source market dynamics and changes, ensure flexibility to be able to adapt quickly.
- Facilitate development of an annual regional tourism marketing plan in conjunction with Marketing and Communications, including domestic marketing, international marketing, business to business promotions, conference marketing and event attraction.
- Manage the development of collateral for all marketing, advertising, promotions and special projects of the organisation and liaison with all third-party suppliers.
- Determine new and innovative creative messages for the promotion of the West Coast as a tourist destination.
- Media relations – domestic and international campaigns (B2B) & (B2C) partnerships
- Keep up to date with international digital trends and implement these where appropriate.
- Social media and influencer strategy development

#### Research, Planning and Reporting

- Develop new research-based advertising strategies for current and subsequent years that will increase travel market share.
- Competitive analysis - track conversion and website metrics
- Research based advertising strategies.

#### Stakeholder Management

The ability to develop and maintain a strong network of engaged stakeholders is critical in this role and will require the ability to strategically source, build and cultivate relationships and networks to benefit our West Coast tourism businesses, including:

- Regularly communicate with other tourism-related private and public sector organisations within the West Coast to ensure credibility of DWC.
- Building strong relationships with industry and promotion groups i.e. TECNZ, TIANZ, TNZ, CINZ, RTO's and Promotions Groups.
- Creating and maintaining positive relationships with International Marketing Alliances (IMA) Kaikoura, Christchurch & Canterbury Tourism, and Top of the South relationship with Nelson/Marlborough.
- Ensuring Operators are kept up to date with tourism activities and opportunities via regular communications.

*Promoting sustainable employment opportunities and generating sustainable economic benefits for the West Coast region.*



- Maintaining a high level of communication among area attractions, hotels and other tourism industry representatives.

## Success Indicators

- DWC is recognised locally and nationally as the West Coast's regional and economic development organisation and regional tourism organisation, with productive and connected local and national relationships forged.
- Positive business growth and development across the region.
- Successful delivery of relevant aspects of the region's economic development strategy and action plan.
- Operating plans, goals and objectives set out in the annual Business Plan as they pertain to tourism marketing are implemented and achieved.
- Functions required of being the region's Regional Tourism Organisation are undertaken efficiently and effectively.

## Capabilities

- Commercial Acumen - proven experience in the commercial tourism sector, and desired experience in regional event strategies and business development around same.
- Excellent communication skills related to oral, written, and other mediums including website, social marketing, customer relationship management and database management
- Marketing and promotion background, and particular knowledge and experience with online media.
- Relationship Builder – a strong listener, skilled at building and continuously growing strong and trusted relationships both internally and externally.
- Flexible – ability to be proactive and reactive, managing multiple priorities and able to eliminate roadblocks and not be deterred by the unexpected.
- Lateral thinker - ability to challenge conventional thinking and provide original and innovative insights and solutions
- Team Member – a team player who supports colleagues and collaborates to achieve objectives.
- Is committed to ongoing maintenance of professional standards and the development of relevant capabilities
- Has a decisive and self-starting attitude with energy and motivation to be effective in a very demanding environment.
- Knowledge and understanding of the New Zealand tourism industry, and understanding of the tourism industry programs, and strategies for tourism marketing, research and development.
- A tertiary qualification in Tourism, Marketing or Business Studies, or equivalent experience.
- Ability to multi-task effectively and manage projects to successful completion.
- Knowledge of RTOs.
- Experience in presenting in group situations/public speaking.
- Ability to travel domestically and internationally when required.

## Desirable

- Understanding of the New Zealand brand and global marketing initiatives.
- Knowledge of international travel distribution channels.