

CENTRAL OTAGO DISTRICT COUNCIL

Position Description

POSITION	:	Head of Destination
REPORTS TO	:	Group Manager – Community Vision
EMPLOYMENT TYPE	:	Permanent, full-time
LOCATION	:	Alexandra (main Council offices)

Purpose

To lead and oversee the management of the regional tourism organisation, to deliver agreed strategic outcomes ensuring the visitor economy enriches Central Otago and aligns to long-term community aspirations.

Our Values

Our values embody the culture of the Central Otago District Council, how we behave and how decisions are made. They are built by staff, for staff, ensuring that all employees are on the same page so we can achieve and deliver our vision.


**Be
Respectful**


**Work
together**


**Be
courageous**


**Me manaaki tētahi ki tētahi, me
pakihiwitahi te tū – kia haere tahi ai tātou**

Respect each other, stand shoulder to shoulder – so that we may travel on this journey together

KEY ACCOUNTABILITIES

1. To provide professional, effective and efficient strategic and operational management of regional tourism activities for Central Otago.

This is inclusive of:

- Delivery of the Central Otago Destination Management Plan
 - Day to day functions of TCO as a regional tourism organisation, including destination management, product development, marketing, media relations, digital presence, operator development/education, community engagement and other activities
 - i-SITEs and visitor information services
 - Broad industry and sector collaboration and partnership, including external relationship development with Central Otago community group and business operators, Tourism NZ, other RTOs and bodies
 - Internal working relations with other Council activity areas, of particular focus being economic development, regional identity and community development
 - Working closely with the Destination Advisory Board chair and members to deliver the long term aspirations of Central Otago residents
2. To support to the Group Manager Community Vision to develop and give effect to wider organisational objectives and priorities for Central Otago District Council.
 3. To undertake people, financial and resource management functions and provide effective leadership and direction to the TCO staff on such.
 4. To provide strategic management of aspects of Long Term, Annual Plans and other plans and strategies as they relate to TCO activities, including support and input to wider community engagement and Council projects.

PERFORMANCE OBJECTIVES

1. Successful day to day management of people and financial resources.
2. Attend and contribute effectively to scheduled meetings.
3. Keep Group Manager informed on key issues, projects and issues arising at appropriate intervals.
4. Conduct regular team meetings and individual meetings to provide direction and feedback to the team and to individuals.
5. Take responsibility for the delivery of the Central Otago Destination Management Plan.
6. Contribute to Annual and Long-Term planning activities, including budgets for activities and reporting on activity outcomes.
7. Review financial performance for all activities, explain variances and prepare reforecast.

Delegations

Make decisions within the authority delegated by the Group Manager – Community Vision.

Position Requirements

Experience/Knowledge

- Tourism Industry specific knowledge
- Strategic management
- Product development
- Business development
- Marketing
- Communication
- Facilitation
- Project management
- Staff management
- Financial management skills
- Working with communities, organisations

Specific Skills

- Ability to lead and inspire
- Financial Management
- Creative and innovative

Personal Qualities

- Honest and trustworthy
- Confidential
- Professionalism in all elements of work
- Forward thinking, results driven
- Passion for Central Otago
- Adaptive

RELATIONSHIPS

External

Local and national tourism industry
Aukaha
Tourism New Zealand
Kai Tahu
Tourism Industry Aotearoa
i-SITE New Zealand
Regional Tourism Organisations
Media
Business Groups
Community Plan Groups
Government agencies

Internal

Group Manager – Community Vision
Executive Leadership Team
Community Vision Team
Destination Advisory Board
Council Staff
Mayor
Councillors
Community Boards