

JOB DESCRIPTION
Approved April 2025

Title & Reporting Relationships

Position Title:	Te Kaiwhakahaere Whanake me te Whakatairanga Tāpoi, Tourism Development and Marketing Manager, Economic Development Team Strategy and Growth Group
Grade:	SP 15
Reports to:	Economic Development Manager
Direct Reports:	Nil
Indirect Reports:	As may be required pending the nature of a project or specific section of work programme

Purpose of the Group and the Position:

The **Strategy and Growth Group** was created to enable a focus and allocation of resources to support the Council's strategic initiatives and the growth and recovery work programme. The Group assists the council to develop and implement its overall direction and actions, and ensures progress is made to achieve outcomes sought. This requires integration and influence across a range of different areas of Council work. Working with key partners is a key element of this Groups work.

Overall, the Group is responsible for the policy, research and strategy work program, district planning, our response to coastal erosion, strategic property matters, strategic growth initiatives, strategic housing matters, and economic development including tourism support activities. The teams within this Group will work collaboratively together and across the organisation to ensure effective and fit for purpose research, policy formulation, and strategic planning.

The Economic Development team are responsible for supporting implementation of the Economic Development Strategy and the Destination Management Plan, Kāpiti Coast Destination Story, Workforce Development Plan, Major Events Strategy, and overall Marketing Plan.

Within the Economic Development team the Tourism Development and Marketing Manager role leads tourism sector development and the development and implementation of the destination marketing strategy including the brand strategy for Kapiti Coast NZ – the

destination brand for the Kapiti Coast district. Reporting to the Economic Development Manager, this role is key to the implementation of the Kāpiti Coast Destination Management Plan to grow the visitor economy and to position the Kāpiti Coast as opportune for business and investment. It encompasses brand management, channel management, marketing operations and reporting and business communications support.

This role will also be in coordination with the Economic Development Manager be the central point of contact between the Kāpiti Coast Tourism Advisory Board and Council.

This role is responsible for establishing and maintaining effective, co-operative, and professional working relationships with all stakeholders including:

Internal Customers:

- Economic Development Manager
- ED and Strategic Development Teams
- Iwi Partnerships Team
- Communications and Engagement Team
- Parks and Open Spaces Team in particular events/marketing team members
- Libraries and Arts Team (in particular events team members)
- Staff from across other Council teams

External Customers:

- Kāpiti Coast Tourism Advisory Board
- Economic Development Kotahitanga Board
- Local businesses, especially tourism sectors
- Iwi
- Wellington NZ marketing and destination team
- Chamber of Commerce and other business and community organisations and stakeholders
- Contractors and suppliers (e.g. writers, website and content developers, designers, photographers, printers, media organisations)
- Air Chathams

KEY RESPONSIBILITIES AND OUTCOMES

In the current local government environment, Council must be well positioned and supported to meet the current and future needs of our communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is cost-effective for businesses and residents. The Council needs to be ready for, and respond appropriately to, changes in external operating environments (such as shifts in government policy), which in turn influences how we do things. The Council is working to be well-positioned not only to see what is coming but also to take opportunities to influence the shape of these externally driven changes.

We require all staff to demonstrate behaviours that underscore our commitment to build and maintain an organisation that is acknowledged and respected for being:

- Caring – we understand our customers' needs, share information and work as a team;

- Dynamic – we bring a can-do attitude to make it happen; and
- Effective – we get it right and deliver consistent, value for money services.

Staff will be aware of political sensitivities, support equal employment opportunities, and demonstrate an understanding of Te Tiriti o Waitangi within the context of a local authority.

Functional Key Requirements

Technical

- Lead the Destination Management Plan rollout and implementation to enhance the Kāpiti Coast as a destination for tourists and for businesses to relocate to with the Kapiti Coast Tourism Advisory Board
- Manage the umbrella destination brand Kāpiti Coast NZ and subsidiary brands like Kāpiti Coast Business and Pakihi Toitu o Kāpiti
- Lead the development and regular review of the Kāpiti Coast destination marketing strategy
- Lead the tourism sector development as agreed with the Kapiti Coast Tourism Advisory Board
- Facilitate the development of tourism 'products' for the Kapiti Coast with the tourism industry, as agreed with the Kapiti Coast Tourism Advisory Board
- Manage the implementation of the marketing strategy, including planning seasonal campaigns, branded promotion (including advertising)
- Plan expenditure and maintain oversight of the Kāpiti destination story, marketing and visitor attraction budget
- Work with and report to the Kapiti Coast Tourism Advisor Board as their central point of contact with the Kapiti Coast District Council to implement the Kapiti Coast Destination Marketing Plan
- Provide monthly activity updates to the Board with the Economic Development Manager and support the Board to proactively engage with the visitor industry.
- Work in coordination with WellingtonNZ to strengthen the positioning and profile of the Kāpiti Coast
- Work closely with the Major Events Funding coordinator to advise on marketing opportunities and provide marketing support to the events
- Manage the Kapiti Coast NZ and subsidiary brand channels, including website, social media and printed collateral to ensure it is in line with brand guidelines
- Establish the Kāpiti Coast Business website in conjunction with the ED Team
- Ensure all Kapiti Coast NZ and subsidiary brand content is current, sourcing and adding further copywriting and images on a regular basis
- Develop social media content calendar, then manage the implementation for the KapitiCoastNZ and subsidiary brands social media channels
- Monitor and share monthly reports on marketing campaigns and digital performance (web and social) and use findings to direct further development
- Manage printed collateral, development, production and distribution
- Facilitate ED team with design and production of marketing collateral
- Answer customer, media and supplier queries in conjunction with Council Communications team
- Manage the KapitiCoastNZ inbox and respond to customer queries promptly

Personal Key Results

- Demonstrate commitment to organisational values through behaviour that is consistent with our caring, dynamic and effective approach to customer service.
- Establish and maintain effective and efficient working relationships with all stakeholders.

- Contribute collaboratively, positively, and effectively to the operation of the team, the Group, and the organisation as a whole.
- Take responsibility for your own self-development to enhance skills and knowledge applicable to current and future positions.
- Exhibit behavior which is consistent with the understanding of Te Tiriti o Waitangi and its application for the Council.

Health and Safety

All employees have a responsibility to work towards keeping a safe and healthy work environment by following all safe work methods, identifying work place risks and hazards and using appropriate safety equipment. This includes but is not exclusive to demonstration of the following:

- Taking all reasonable steps to ensure your own safety at work, and that no action or inaction of yours while at work causes harm to any person or the environment;
- Reporting any risks and/or hazards you become aware of in the workplace;
- Observing all safety policies, procedures and precautions, including wearing and using the protective clothing and equipment;
- Notifying your manager/Group Manager/H&S Advisor immediately if you have an accident/incident/near miss at work and completing the required forms within 24 hours;
- Notifying your manager/Group Manager/H&S Advisor within 24 hours of filing any ACC claim for a work related accident or gradual process injury, and provide your manager/Group Manager/H&S Advisor with copies of relevant medical information specific to your claim; and
- Complying with all policies and procedures that are in place.

At the discretion of the Council, as part of a rehabilitation programme, you may be required to return to work to undertake such alternative duties as are available and are as reasonably within your capability and level of fitness as determined in consultation with a registered medical practitioner.

Essential Skills, Knowledge and Experience

- Ability to develop and implement marketing plans especially in the context of visitor attraction and positioning Kapiti as a desirable destination
- Demonstrated Customer focus
- Experience with Marketing planning, including Campaign development
- Demonstrated Marketing writing skills for social media, web and printed marketing material
- A good understanding the destination marketing and the visitor industry.
- Budget management
- Collating and using research and data to drive marketing decisions
- Printed, Google and Facebook ad creators and analytics
- High level of proofing and editing ability
- People skills – able to connect with business and public
- Tertiary qualification (Marketing degree)
- 5 years marketing experience, ideally in destination marketing
- effective interpersonal skills with a demonstrated commitment to customer service and willingness to and capability for working with a wide range of people within and outside the organization.
- effective presentation skills.
- effective time management skills and ability to work effectively without supervision and collaboratively as an effective team member.
- holder of a current and valid NZ Drivers' license

OTHER INFORMATION

From time to time, the position holder may be required to perform other duties in conjunction with the role and which are reasonably within their experience and capabilities.

Te Tiriti o Waitangi

Kapiti Coast District Council has a responsibility to contribute to meeting obligations under Te Tiriti o Waitangi. Meeting our commitment to Te Tiriti will contribute towards creating an organisation that is grounded, dynamic and resilient and supports our organizational values of being Caring, Dynamic and Effective in how we work.

Staff will contribute to the promotion of Te Tiriti o Waitangi and the involvement of Māori within the decision-making process for matters related to and important to them within the Council management processes and procedures.

Inclusion of Te Tiriti o Waitangi within all aspects of the role and its outcomes is necessary, while ensuring the engagement processes include appropriate mechanisms to meet the needs and aspirations of our hapori Māori, informed by our mana whenua partners – in an appropriate and safe manner.

To give effect to our responsibilities and achieve our respective outcomes – Tiriti training will be appropriate and organised through Te Rōpū Hononga ā-Iwi / Iwi Partnerships Group.

Civil Defence, Emergency Management and Business Continuity Duties

All staff of Kāpiti Coast District Council may be required to undertake Civil Defence and/or Emergency Management duties in the event of an emergency. (Training will be given as appropriate.) Staff will also be required to assist with maintaining business continuity in the event of a disruption to Council business and/or the impact of a pandemic by undertaking duties in accordance with how the Council responds to the interruption.

The Council likewise recognises the staff member's need to ensure their family's needs are adequately catered for.

Performance Review

Performance in this position will be assessed in terms of an agreed performance plan.

JD APPENDIX - GENERIC ORGANISATIONAL COMPETENCIES

Leadership	<ul style="list-style-type: none"> • All employees of the Council are expected to be leaders in supporting the Council's vision, role modelling the delivery of consistent high customer service levels to internal and external customers and championing Council values. • Leaders are expected to actively contribute to achieving the Council's aspirations with respect to the relationships with Te Āti Awa ki Whakarongotai, Ngāti Toa Rangatira and Ngā Hapū o Ōtaki; and be willing and able to provide thought leadership and quality advice to enable our elected members to make good decisions. • People Leaders are expected to: effectively build and maintain an engaged, healthy, thriving and high performing team; ensure their people are current in their knowledge of legislation and training is available to keep pace with best practice. • Ensure people policy and practices are consistently observed and implemented and opportunities exist for ongoing professional growth and development; ensure their people are consistently working collaboratively with other Council teams in the delivery of operational and strategic outputs; effectively manage day to day work output and timeframes; schedule and conduct regular team meetings to enable opportunities for team members to be informed and up to date in their areas and those areas that cross over with other teams. • Ensure individual team member performance is monitored, reviewed with appropriate and timely feedback, and written performance reviews are formally completed in a timely manner; ensure adequate provision of backup/cover for team members; establish an effective performance culture within their team, including ongoing performance appraisals with clear performance indicators and consistent standards. • Team Leaders/Supervisors/Managers are accountable for the leadership, support and coaching of their team members, the fostering of a teamwork approach to the delivery of both the team and the Group's outputs, and the identification of training and development as appropriate; enable, create and encourage linkages across the Council and the region for the benefit of all, the delivery of work programmes and the achievement of strategic priorities; embed strong leadership within their team and across the wider Council leadership group that drives increased diversity, engagement, capability and performance.
Legislative Compliance	<ul style="list-style-type: none"> • Keep up to date with legislation/amended legislative frameworks and be able to demonstrate the application of such changes (in work and or communicate them to others).

Project Management	<ul style="list-style-type: none"> • Effectively manage assigned projects to ensure on time and within budget, monitor and report regularly to manage risk and provide updates to key stakeholders. • Ensure documentation is current, available as required and is prepared using Council standard templates/documentation. • Ensure Council processes and procedures are complied with.
Customer Service	<ul style="list-style-type: none"> • Maintain a professional, courteous, and helpful attitude to all customers (internal and external) ensuring communication is accurate, succinct and in a manner which promotes customer service excellence and demonstrates organizational values. • Always maintain confidentiality.
Teamwork	<ul style="list-style-type: none"> • Participate willingly and positively in the orientation, training and support of new staff in specific areas, providing coaching/buddy support as required. • Provide a contribution to or participate in any projects and initiatives within the Group/organisation where required and the opportunity arises. • Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement. • Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with other staff members and internal and external customers.
Financial Management	<ul style="list-style-type: none"> • Ensure all financial activity is conducted in accord with current policy and procedures. • Ensure you work within your financial delegation.
Monitoring and Reporting	<ul style="list-style-type: none"> • Ensure any written reports are produced using Council standard templates and are provided within the required Peer Review timeframes. • Review, monitor and report on activity or projects as required by the manager.
Relationship Management	<ul style="list-style-type: none"> • Build and maintain effective professional working relationship with all key stakeholders. • Build and maintain effective working relationships with other council staff members based on a collaborative, collegial and cooperative working style.
Information Management	<ul style="list-style-type: none"> • Take responsibility for ensuring Council information is stored with the appropriate accessibility in the designated systems, using processes and tools as described in the current Information Management Policy.