



## Job Description: Trade Marketing Coordinator

### Positively Wellington Tourism:

Positively Wellington Tourism (PWT) is the capital's official tourism organisation. It is a trust funded by Wellington City Council, with a role to create economic and social benefit for Wellington by working with the private sector to market the city as a visitor destination. The key activity areas of PWT are:

- International Marketing
- Domestic Marketing
- Travel Trade Marketing
- Visitor Centre Management
- Events Marketing
- Digital Marketing
- Online Booking
- Business Event Attraction
- PR and Communications
- Product Development
- Research

PWT's marketing focuses on four key brand attributes which are integrated into all campaigns. These are:

- Arts and Culture
- New Zealand's City
- Food & Wine
- Urban Nature

PWT has a strong work culture of success, industry leadership, a collaborative team approach and innovative thinking.

**Purpose of Role:** The Trade Marketing Coordinator provides marketing support to the activities of the Trade Marketing Team.

**Reports to:** Trade Marketing Manager

**Direct reports:** Not applicable

### INTERPERSONAL CONTACTS

**Internal:**

- Works directly with the Trade Marketing Manager
- Close working relationship with Events & Partnerships team, Brand team and Digital Marketing team

- Functional working relationships with all other staff

**External:**

- A wide range of public, private and non-government organisations, businesses and individuals associated with the Tourism sector, including Tourism New Zealand.

**KEY RESULT AREAS**

Specific projects and/or work programmes and performance standards will be developed from the annual business plan, discussed with the employee and set annually. It should be noted that this role often requires the Executive to work weekends and evenings.

***Tourism***

This role includes the following responsibilities.

- Organise and host familiarisation visits for visiting travel trade.
- Build strong relationships with Tourism New Zealand's trade team and local tourism operators to identify and create innovative trade itineraries.
- Further PWT's partnerships and relationships with tourism operators, Wellington retailers and restaurateurs, neighbouring regional tourism organisations and national stakeholders.
- Undertake training calls to i-SITE Visitor Centres, Inbound Tourism Operators, Online Travel Agents and wholesalers to profile Wellington.
- Organising Wellington's presence at various tourism tradeshow and representing Wellington at these.
- Manage the production of trade resources as directed by the Trade Marketing Manager.
- Assistance with the maintenance and updating of WellingtonNZ.com, image and video libraries, relevant databases and filing systems.
- Assist with ensuring Wellington receives appropriate coverage in travel publications such as guidebooks and Tourism New Zealand collateral through regular reviews and audits.
- Prepare and distribute regular trade e-newsletters.
- Be creative and pro-active in sourcing opportunities to profile Wellington with international travel sellers.

***Other***

- Providing administrative support for the Trade Marketing Manager.
- Undertaking other projects as directed by the Trade Marketing Manager from time to time in consultation with the employee.
- The Trade Marketing Coordinator works in an efficient small team environment and assists in all tasks including mail outs, answering incoming phone calls and general administration as required.

**SPECIFIC TECHNICAL SKILLS, QUALIFICATIONS & EXPERIENCE**

- Has a tertiary qualification with preference given to a qualification in a related discipline.
- Strong demonstrable computer skills.



- Has a passion for Wellington and the development of Wellington as a visitor destination.
- Has an extensive knowledge of the retail, food and beverage offering of Wellington city.
- Ability to manage multiple projects efficiently and to prioritise competing commitments.
- A second language, web and social media skills or experience in writing is an advantage.

## KEY COMPETENCIES & BEHAVIOURS

### Communication

#### **Communicates information clearly, adjusting the way they communicate to suit the intended audience.**

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Can write in a style that is grammatically correct, well organised and easily understood.
- Communicates technical information and/or complex information in an easy to understand manner.
- Uses appropriate listening techniques to show interest.
- Shares information willingly with others.
- Presents arguments logically and summarises accurately.

### Relationship Management/ Customer focus

#### **Proactively has an awareness of and acts to meet customer/client needs.**

- Helpful and honest when dealing with clients.
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service
- Seeks opportunity to interact with clients.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.
- Understands the importance of partnerships with commercial and non-commercial operators and is confident in dealing with multi-partner projects.

### Work Organisation

#### **Effectively organises all aspects of work in order to achieve high quality and timely output.**

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Negotiates workload and priorities.
- Uses available resources and tools as appropriate (computers, things to do lists etc).
- Keeps manager informed of plans and actions.
- Addresses escalating or conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.

- Is a strong multi-tasker who can manage multiple projects at one time without compromising work quality.

### **Initiative, Analysis & Problem Solving**

**Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.**

- Takes ownership of problem and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications of decision.
- Takes action.

### **Teamwork**

**Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.**

- Is prepared to adhere to the organisational culture programme, *Wellington Inspired*, and associated values.
- Acknowledges the contribution of others and participates effectively in teams.
- Addresses the issue rather than the person.
- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints. Will resolve differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Seeks feedback from other team members.
- Is highly motivated and energetic and has “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.