

POSITION DESCRIPTION

Position: HASTINGS ISITE AND VISITOR INFORMATION MANAGER

Team: isite Visitor Information Centre

Group: Marketing, Communications & Engagement

Responsible To: Marketing & Brand Lead

Responsible For: isite staff

Organisational Context:



Tirohanga Whānui - Council's Vision for the Community

Heretaunga Whenua Houkura, Heretaunga Hapori Ora
Fertile Land, Prosperous People

Kaupapa Mātāmua - Our Organisational Mission

E mahi ngātahi ana hei painga mō te iwi me te kāinga, i tēnei rā, āpōpō hoki
Working for our people and our place, today and tomorrow

Ngā Uara – Our Values

Te Mahi Tahi - Working Together

- We work collaboratively
- We are flexible and creative
- We celebrate our successes and have fun

Mana Tangata - Respecting Others

- We are inclusive
- We are honest and reliable
- We act with integrity and professionalism

Te Whakaaweawe - Making a Difference

- We strive for excellence
- We are all accountable
- We serve our community with pride

Oranga Tangata - Supporting Wellbeing

- We encourage life balance
- We care for our work whanau
- We bring a positive attitude

Working effectively with Māori

Hastings District Council aspires to a kaitiakitanga conducted in good faith at all times with respect to the aspirations and expectations of Māori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

Context

Our vision for the Hastings District represents the foundations of our community: land and people. We are focused on protecting and enhancing our fertile land and the life-giving waters which support it, and helping the people of this place to fulfil their aspirations and prosper together.

Across the local government Community Wellbeings, we are seeking:

- Economic - a sufficient and supportive economy
- Environmental - a healthy environment and people
- Social – a safe and inclusive place
- Cultural – a vibrant place to live, play and visit.

The Hastings District Council organisation emphasises capabilities such as working together, a can-do attitude, a spirit of service, enabling, community engagement and partnership development alongside traditionally valued technical and management skills and capabilities. Excellence in performance from the organisation as a whole and from individuals is needed.

Purpose of Position

This role is part of the Marketing, Communications & Engagement Group, which plays a critical role in supporting Council in achieving its objectives through robust marketing, communications and engagement. The objectives of the Group are:

- Hastings is positively viewed nationally and internationally as a place to visit and invest
- People feel great about living in Hastings District
- The community has a positive view of Hastings District Council
- Elected members and staff are informed and engaged.

The isites are a key component of the Council brand, tourism and engagement strategies acting as the “front door” to Hastings city and district.

The purpose of this position is to manage the Hastings and Havelock North isite and Visitor Information Centres to deliver excellent customer service to ensure visitors have a world-class experience whilst maintaining a successful commercial output. This is achieved through:

- Daily operations management
- Staff management and development.
- Customer service
- Consistent delivery and upskilling of comprehensive, accurate and meaningful regional information
- Effective retail strategies
- Strategic business review and improvement
- Business Development and revenue generation
- Ticket sales as Toitōi Box Office agent
- Financial management
- Stakeholder relationship management (internal and external)
- Risk management – including Health and Safety

Other

- We all have responsibility for Health and Safety, therefore the staff member in this role shall:
 - Ensure compliance with the provisions of the Health and Safety at Work Act 2015, and all applicable regulations, Codes of Practice, standards and guidelines.
 - Observe all occupational safety and health policies, procedures and rules stated by Council which are pertinent to the duties carried out by the officer in this position and in all operational areas of the organisation.
 - Promptly and accurately report and record any workplace injuries and incidents.
- Civil Defence and Incident & Emergency activities as required. Local government is responsible for looking after communities in the event of a Civil Defence situation. This means that once you have ensured the safety of your family and property, you may need to assist with civil defence or critical incident management.

- Council has an Employee Handbook which includes a Code of Conduct – staff are expected to comply, along with all other organisational policies and procedures.
- Such other duties as may be allocated by the manager from time to time.

Key work areas for which this position will have a responsibility are:

Staff Management & Development

- Creating an energetic and positive team environment
- Providing supportive leadership, training and guidance to staff.
- Ensuring communication and compliance of isite policies and procedures.
- Recruitment of suitable staff.
- Rostering staff sufficiently within financial guidelines, to meet demands
- Carrying out performance and development reviews with staff to help monitor, grow, and enhance their progress.
- Developing staff knowledge and skills by providing on-the-job training and formal training opportunities and support

Business Development

- Implementing initiatives to increase the profile and scope of isite business. (regionally and nationally)
- Maintaining and growing commissions from accommodation providers, travel and tourism operators and event ticketing.
- Identify and implement additional revenue opportunities for isites (advertising, services, retail, brochures, ticketing, commissions)
- Developing an agreed system for Familiarisation Visits (Famils) that consider the key financial objectives of the Hastings and Havelock North isites.
- Develop relationships and maintain regular contact with the tourism operators that have commissionable services within the Hastings and Hawkes Bay District
- Improving revenue and net contribution from retail activities
- Building relationships with industry sectors within the district.

Operational Management

- To report on the performance of the Hastings and Havelock North isites to the relevant HDC business unit, and the isite New Zealand group, as required.
- To ensure the Visitor Information Centre has the necessary supplies and resources for efficient operation.
- To supervise staff to ensure they are providing customers with high quality service.
- To ensure staff are up to date with all tourism and event offerings relating to Hastings and Hawke's Bay
- To maintain isite New Zealand standards and conduct business in accordance with the isite New Zealand guidelines and objectives.
- Ensure creative standards are managed and delivered to a high standard in line with the Hastings brand identity
- To ensure staff are aware of all legal requirements relating to the services provided by the Visitor Centre and explain booking conditions and requirements to customers in accordance with those legal requirements
- To carry out such duties as may be required in the day-to-day operation of the isites
- Ensure the isites are always well-presented

- Keep an up-to-date database of operators, in particular accommodation and activity providers
- Have a sound working knowledge of all operational technology within the isites
- Ensuring the isites collect sound, robust data from visitors and customers

Financial and Strategic Management

- Preparing goals and objectives for the isites for inclusion in the Strategy, Business Plan, Budget, Retail Strategy, and staff salaries.
- Management of the daily cash reconciliation, quarterly stock takes, reconciling and coding of invoices both receivable & payable and any other monetary related duties
- Planning and monitoring budget specific objectives and performance and taking corrective action as required. (e.g. retail, brochures, display advertising, ticket sales)
- Collecting relevant and accurate isite statistics – including visitor and booking numbers, providing reports and information as necessary.
- Reporting on isite performance and strategies to the Marketing & Brand Lead.
- Monitoring and implementation of the isite Business Plan

Communication

- Fortnightly meetings with the Marketing and Brand Lead
- Create and deliver a communications plan that ensures regular, meaningful contact with local tourism operators and stakeholders, isite NZ and other relevant marketing alliances.
- Actively grow consumer engagement to help promote and raise positive awareness of Hastings (E.g. data capture, communication, social media content generation, testimonials)
- Being aware of events in the region and communicating those events to the public through social media and weekly newsletters.
- Provide regular feedback to Marketing team to ensure external communications such as hawkesbaynz.com and social media channels are updated to reflect the changing needs of our visitors.
- Written communications
- Always uphold the Hastings brand identity and integrity through customer service and store display
- Complete monthly Group reporting on time and in line with requirements.

Service Delivery

- Develop and implement a Customer Service Charter to ensure the isite team respond to all enquiries/booking or information requests in an efficient and friendly manner (either in person, by phone, letter, or email)
- Ensure self and staff make, and upsell, ferry, rail, coach, flight, accommodation, activities, and event bookings as required.
- Ensure self and staff are skilled to cover the Ticketing desk located within the Hastings isite.
- Looking for opportunities to enhance service delivery, improve processes and increase the capabilities of the isite team.

Personal Development

- To complete relevant training to expand personal and staff knowledge of regional and national tourism industry, products and activity.
- To develop and enhance skills required for effective management
- Attend the annual isite conference and quarterly regional cluster meetings

Important Functional Relationships

External

Visitors to the Region – domestic & international

Residents of Hastings and the Hawke's Bay district

Hawke's Bay tourism operators-
– accommodation, activity and travel

Hastings City Business Association (organisation and members)

Havelock North Business Association (organisation and members)

Local business owners

National isite Network

Event Organisers

Event Ticketing Providers

Department of Conservation

Suppliers of Retail

Qualmark NZ

Tourism Industry Aotearoa

Tourism NZ

Other Key Business Partners & Suppliers

Internal

isite Staff

Marketing, Comms and

Engagement team

Group Manager: Corporate Services

Other Group Managers

HDC Mayor

Councillors

Hastings District Council staff

Toitoti staff

HDC Asset management team

HDC Security Manager and City Assist team

Committees/Groups

Community Groups

Not for Profit Organisations

Hastings City Centre Forum

HB Tourism First Friday Meeting

Person Specification

Qualifications

- Tertiary level qualifications in business administration or management would be an advantage

Knowledge/Experience

- Staff performance management and development
- Financial and strategic planning
- Operational management
- Business development
- Service delivery
- Administration
- Broad knowledge of the region and NZ
- Retail or sales experience
- Customer Service
- Tourism experience would be an advantage

Key Personal Competencies

- Excellent communication skills – written & verbal.
- Ability to handle multiple tasks, work under pressure and prioritise to meet deadlines.
- Conflict management and negotiation skills.
- Computer skills.
- Ability to solve problems.
- Able to think strategically - big picture thinking

Personal Attributes

- Well organised, reliable and consistently accurate.
- Genuine interest in the tourism industry
- Approachable.
- Positive attitude.
- Sense of humour.
- Flexible.
- Firm but fair