

Position Description

Regional Tourism Manager

Te wawata mātāmua Our vision

Our people, whānau, and communities of Tairāwhiti are able to live the lives we value in ways that matter to us.

Te whāinga Our mission

Together we will transform Tairāwhiti into a place of...

Te Mana - Shared Pride.

where culture connects, relationships empower, and nature thrives.

Te Ihi - Shared Prosperity.

where people flourish, businesses grow.

Te Wehi - Shared Opportunity.

where children dream, communities unite, and futures inspire.

As the sun rises over Tairāwhiti, you'll find our people where they are needed most.

At the heart of our communities on this journey of transformation.

Kaitiaki of precious taonga. Shared for generations to come

He Kaitiaki Tairāwhiti!
We are Trust Tairāwhiti!

TE WHAKAIRO MATUA - THE WAY WE WORK

Our Values

At Trust Tairāwhiti, our internal values reflect our vision and are at the heart of everything we do.

We are Trust Tairāwhiti.
We are kaitiaki of precious taonga.
Our shared values are;

Te Mana – Shared Pride
Te Ihi – Shared Prosperity
Te Wehi – Shared Opportunity.

We are inclusive and welcoming.
We all contribute.
We work hard for our communities.

Tātau = Tātau

Te Mana – Shared Pride

in our
Authentic and enabling korero
Positive āhua and whānau approach
Whakapapa and vision that connects us
Tairāwhiti tūturu

Te Ihi – Shared Prosperity

Through our
Whakaaro whānui
Responsibility to be great ancestors
Acknowledgment of success
Patua ki te huapaeroa

Te Wehi – Shared Opportunity

Through
Awhi of personal and professional growth
Fostering rangatiratanga
Commitment to the Trust Tairāwhiti whiripapa
Tairāwhitanga

Te whakairo matua – The way we work

Tātau Tātau is about all of us in Tairāwhiti and is central to the way we work.

We are committed to developing meaningful and authentic relationships with all key regional partners – iwi, whānau, hapū, community groups, industry, business, and employers, and central and local government agencies. The Trust will collaborate with other funders and partners to enhance our impact. The Trust will deliver our strategic activities through He Rangitapu He Tohu Ora, our approach to regional wellbeing.

We will be data-driven to demonstrate impact and outcomes. We will offer critical thinking, leadership, advocacy, and insight into region-wide conversations.

Te aka Rautaki ki te tau 2026 – Our Strategic Plan 2021-2026

Te aka rautaki ki te tau 2026 is our strategic plan, it sets out our strategic priorities as an organisation. These strategic priorities drive the purpose, key responsibilities, and capability levels of all positions within the Trust. These drive our organisation design and your team.

<p>Operationalising He Rangitapu He Tohu Ora We support people and communities of Tairāwhiti to understand and apply He Rangitapu He Tohu Ora</p>	<p>Community Initiatives We enable the people of Tairāwhiti by supporting initiatives that will deliver impact and outcome.</p>	<p>Economic Development We will work with Tairāwhiti businesses and industry to support an innovative, inclusive, and circular economy with opportunities for well-paid jobs</p>	<p>Future Generations We will play a leading role in ensuring that future generations benefit from the assets of the Trust and a more resilient region</p>
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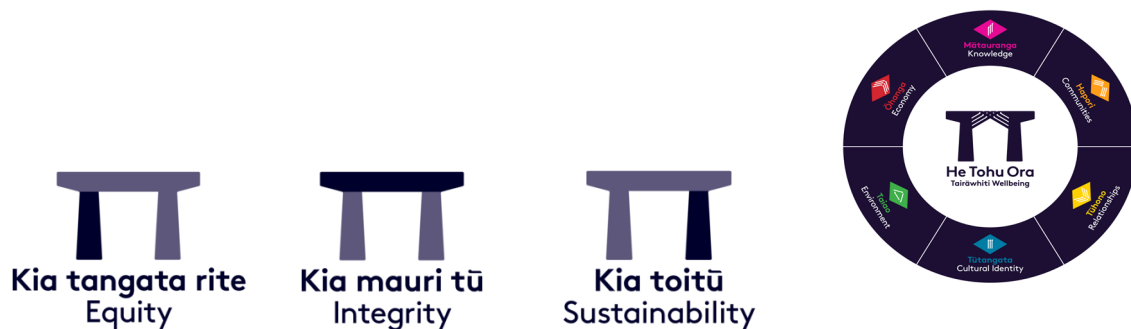
He Rangitapu, He Tohu Ora Tairāwhiti Wellbeing Framework

This framework provides the Trust with a guiding set of outcomes by which to align our strategy, operations, and investments.

It provides a clear line of sight between what we do, what we invest in, and why – and helps us to articulate our thinking as we consider each component in every decision we make.

Our waharoa is for our communities and for our teams, we encourage you to step through this waharoa to make sure everything you do is for the benefit of our communities.

Our muka represents wellbeing outcomes that are aspirational. They are interdependent and when woven together, create a dynamic and enduring vision that we have for regional wellbeing.



KAPA TŪ KAPA ORA – YOUR TEAM

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Business Group: Tourism

Reporting to: General Manager Tourism, Communications and Marketing

Direct Reports: Tourism Partnerships & Investment Lead, iSITE Team Leader, Events Advisor,

Internal Relationships:

- General Manager Tourism, Communications and Marketing
- Tourism Partnerships & Investment Lead
- iSITE Team Leader
- Events Advisor
- SLT
- Wider Trust staff
- Cultural Advisors
- Trustees

External Relationships:

- Iwi
- Gisborne District Council
- Tourism businesses
- Regional Tourism New Zealand
- Explore Central North Island (RTO collective)
- Other RTO's
- Tourism Industry Aotearoa
- Māori Tourism New Zealand
- Tourism New Zealand
- Other Industry partners

KIA AROTAHI, KIA AROTIKA - THE FOCUS OF THIS POSITION

The Regional Tourism Manager is responsible for enabling the delivery of projects identified in the Tairāwhiti Destination Management Plan (DMP).

The visitor economy is a key driver in achieving broader economic development outcomes, creating jobs and supporting local businesses. The Tairāwhiti Destination Management Plan takes a community wellbeing approach to guide decisions.

This role will engage with a broad range of stakeholders through projects that will;

1. Grow a visitor economy that supports Tairāwhiti communities.
2. Enable a positive social licence for the visitor economy within the region.
3. Develop greater alignment between the tourism industry, stakeholders, and our communities.

HEREA KI TE RANGI, KI TE WHENUA - KEY ACCOUNTABILITIES

Team management

- Build and maintain a high performing tourism team through effective management, communication, and mentoring.
- Provide clear leadership and work with the GM Tourism, Communications and Marketing to promote and foster a team culture consistent with the wider organisation's values.
- Recruit appropriately skilled staff to positions within the tourism team and establish appropriate remuneration levels and performance-based conditions for staff within an agreed framework.
- Conduct effective one-on-ones with team members and team meetings, maintain employee records, and support staff development within an agreed budget.

Destination Management

- Build collaborative partnerships across stakeholders to ensure Destination Management Plan recommendations can be achieved.
- Work with key stakeholders to activate the Tairāwhiti Destination Management Plan by identifying priorities and developing feasibility/business cases where appropriate.
- Develop working partnerships with neighbouring RTOs to provide opportunities for visitors to connect through the stories that connect the regions.
- Facilitate educational opportunities and increased understanding of the Tourism Sustainability Commitment and Tiaki Promise by the industry.
- Encourage tourism operators to support community and environmental initiatives to provide opportunities for the sector to give back.

Visitor Experience Supply

- Work with iwi partners to enable the iwi flight plans to achieve the aspirations articulated by iwi.
- Continually review experience availability for the region and lead feasibility of product extensions or development opportunities to align with destination positioning and data insights.
- Package products to create compelling itineraries that support the unique positioning of Tairāwhiti.

Tourism Sector Capability

- Facilitate opportunities for locals and residents to understand the benefits of tourism and direction that the sector is taking, to develop and maintain positive social licence.
- Explore existing markets (eg.Cruise) and potential new markets (eg.knowledge seekers) to understand their needs and requirements into the future.
- Collect strong visitor-economy insights that can be shared with stakeholders to support project developments.
- Identify appropriate suite of business support programmes for current and new operators into the sector.
- Lift the capability of existing and new operators and increase the number of Qualmark accredited business in the region.
- Support the Workforce Development Team to determine the workforce requirements for the sector into the future and identify the pathways forward for education and career development.

HE PŪKENGĀ, HE WĀNANGA - EXPERIENCE AND SKILLS

- Understanding of Tairāwhiti and New Zealand's tourism and visitor sector environment.
- Strategic understanding of economic development, tourism strategy and destination management principles.
- Excellent project management skills.
- Ability to build and maintain effective working relationships.
- Understanding and experience of working with diverse stakeholders with different views and perspectives, including those in leadership positions and those involved in delivery of initiatives in the Tairāwhiti region,
- Experience of tikanga Māori and developing meaningful iwi relationships,
- Ability to take complex and varied viewpoints, develop context and recommended actions,
- Excellent communication skills, including reporting, presenting and business writing.
- Effective planning and reporting skills.
- Excellent presentation skills.
- Willingly shares knowledge and actively contributes to a supportive environment based on co-operation and commitment to achieve goals.

Disclaimer

I have read and understood the above position description and accept all the above responsibilities:

Name

Signature

Date

This position description serves to provide an overview of the primary responsibilities in this role. It also provides a summary of how this position collaborates with other roles within the Trust Tairāwhiti. It is acknowledged that to remain current, regular amendments will be required. This is to be co-ordinated in association with the relevant Managers and People and Capability.

This document will be supported by the development of a performance agreement which will be drafted by the incumbent with their manager to provide clear goals and objectives, against which individual performance will be managed.

WHAKATINANAHIA! - OUR CORE BEHAVIOURS – PUTTING OUR VALUES INTO PRACTICE

How you will demonstrate our values	
<p>Te Mana Shared Pride</p>	<p>Wellbeing framework literacy – you have a sound understanding of He Rangitapu He Tohu Ora and can apply framework.</p> <ul style="list-style-type: none"> Confidently apply He Rangitapu He Tohu Ora framework, its purpose and how it relates to what we do and why Measure our well-being impact, understand your obligations to capture data and information safely on the Trust’s platform using our impact indicators, current activities, and new activities.
	<p>Cultural Confidence – you have an awareness of the bi-cultural diversity of Te Tairāwhiti and broader cultural diversity, the ability to function effectively and respectfully, and to create and foster positive relationships with Māori communities, whānau, iwi, communities and stakeholders.</p> <ul style="list-style-type: none"> Embrace opportunities to stretch your cultural development through proactive participation in cultural activities to deepen knowledge, skills, and abilities and use of te reo Māori. Demonstrate behaviours in alignment with the Trust Tairāwhiti values and seek support and guidance to ensure these are upheld
<p>Te Ihi Shared Prosperity</p>	<p>Written Communication – you have ability to plan and deliver clear written communications that make an impact and effectively reach the audience.</p> <ul style="list-style-type: none"> Produce a wide range of high-quality written material, that is grammatically correct, well organised, easily understood, relevant, reflective of the Trust’s values and in keeping with Trust Tairāwhiti tone. Adapt the, tone, style, and form to suit the needs of the audience, the subject, and the purpose of the communication Structure ideas clearly, concisely, and logically Present to an audience and feels comfortable talking to a wide range of people. Recognise and can adapt to the cultural differences in communication Understand brand story, guidelines, and Trust Tairāwhiti Maori glossary/interpretation
	<p>Data Literacy and Analysis – you gather and use information to turn data into knowledge and have a good understanding of how to use information and data to measure the impact.</p> <ul style="list-style-type: none"> Identify, collect, organise, and present data for analysis, to draw conclusions and aid decision making Distinguish between reliable sources of data and other information to support decision making Identify key facts in a range of data. Understand and apply the Trust’s data security and privacy standards and processes
<p>Te Wehi Shared Opportunity</p>	<p>Working Together – you are flexible in the way that we operate to achieve impact, with cross functional working, working collaboratively with your colleagues across business groups to get work delivered.</p> <ul style="list-style-type: none"> Adapt and are flexible to change Participate and work in project teams to support internal and funding initiatives outcomes under the strategic plan Listen with empathy and respect making sure you understand what your colleague is trying to say Share knowledge and information Understand specialties and value what others bring to the Trust Work to resolve issues and find solutions Take responsibility for doing what you say you will do Give honest and constructive feedback to other team members Change our way of working to aid cooperation within and between teams to achieve results Contribute to decision making, accept decisions taken by others and do not relitigate

