



POSITION DESCRIPTION & PERSON SPECIFICATION

Position	Marketing Coordinator
Reporting to:	Marketing Manager
Team:	Marketing team
Location:	Hamilton
Staff responsibility:	Nil
Date:	June 2019

COMPANY OVERVIEW

Hamilton & Waikato Tourism (HWT) is the official tourism organisation for the Hamilton & Waikato Region. Our role is to develop and promote the city and region as an attractive destination to international and domestic visitors, media, travel trade and the business events sector to support the economic sustainability of the region's communities.

POSITION PURPOSE

This role is to provide marketing support to the Marketing Manager with international and domestic consumer and trade marketing activities. The role works closely with the Digital Marketing Executive, Marketing Executive – Consumer & Media and wider HWT team as well as the tourism industry and other key stakeholders.

KEY ACCOUNTABILITIES

Specific projects and/or work programmes and performance standards will be developed from the Business Plan, discussed with the employee and set annually. The employee will be accountable for achieving the KPIs set out in the Business Plan

1. Visitor Marketing – International – Consumer and Trade

- Support the planning and implementation of HWT's international marketing activities including:
 - Australian campaign delivery
 - Explore Central North Island administration
 - Managing the coordination and on-the-ground support for tourism trade famils
 - Managing the coordination of HWT's presence at various tourism tradeshows
 - Liaising with the international travel trade – on and offshore - in conjunction with the Marketing Manager

2. Visitor Marketing – Domestic – Consumer

- Support the planning and implementation of HWT's domestic marketing activities including:
 - Assisting with the implementation of campaigns
 - Assist with the development the RTO's marketing and advertising collateral
 - Management of the production of the annual regional visitor guide
 - Building knowledge about HWT and the region amongst local and nationwide i-SITE
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staff.

3. Local Industry Liaison

- Maintain both formal and informal relationships with the tourism industry and key stakeholders
- Assistance with the organisation and hosting of HWT industry events

4. Other

- Prepare reports on international and domestic marketing activity as required
- Database management of relevant operator, trade and industry contacts
- Contribute to HWT's overall business and strategic planning processes
- Undertaking other projects as directed by the Marketing Manager and CEO from time to time in consultation with the employee
- The Marketing Coordinator's role works in an efficient small team environment and may be called on to assist in other tasks including answering incoming phone calls and general administration

DIMENSIONS

Staff Reports	<ul style="list-style-type: none">• <i>Direct reports:</i> Nil• <i>Indirect reports:</i> Nil
Communication	<p>Communicates information clearly and effectively with good interpersonal skills</p> <ul style="list-style-type: none">• Uses a range of appropriate communication tools and methods to communicate successfully to a range of audiences• 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• Shares information willingly with others and offers guidance• Presents concepts/thoughts logically and summarises accurately• Shares information willingly with others• Is creative and innovative with the ability to leverage a good story and PR opportunities

Relationship Management/ Customer Focus	<p>Proactively has an awareness of, and acts to meet, customer/ client needs</p> <ul style="list-style-type: none"> • Is helpful and honest when dealing with clients / stakeholders • Provides clients with the appropriate levels of information in a timely fashion • Strives to be consistent and professional in customer service delivery. • Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation • Proactively seeks opportunities to assist clients/stakeholders. • Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
Work Organisation	<p>Effectively organises all aspects of work in order to achieve high quality and timely output</p> <ul style="list-style-type: none"> • Plans work effectively in order to meet deadlines set by projects/managers or clients • Prioritises workload and projects • Has the ability to work under pressure and deliver quality work and multiple projects within short time frames • Addresses or escalates conflicting demands • Ordered and methodical in the way they approach their work • Regularly keeps manager informed of plans and actions • Has the ability to manage budgets • Is flexible enough to work in a rapidly changing environment
Initiative, Analysis & Problem Solving	<p>Uses relevant information in analysis of issues and applies reason to reach conclusions from which practical recommendations are made</p> <ul style="list-style-type: none"> • Takes ownership of issues, develops solutions and plans of action • Uses a range of information gathering techniques to identify all relevant information to inform a decision • Considers potential implications, including political implications, of decisions • Takes action after consultation with Manager
Teamwork	<p>Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives</p> <ul style="list-style-type: none"> • Acknowledges the contribution of others and participates effectively in teams • Always maintains effective working relationships despite any difficulties caused by conflicting roles or differing viewpoints • 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 • Considers themselves a team player and enjoys working with others for successful outcomes • Resolves differences of opinion by seeking mutually acceptable solutions • Is highly motivated and energetic with a “can do” attitude • Is a self-starter who is positive, energetic and prepared to go the extra mile • Prepared to work outside normal office hours due to the nature of the industry

WORKING RELATIONSHIPS

Frequent People Contact	Nature of contact
CEO	<ul style="list-style-type: none">• Manager, direction, advice
Marketing Manager	<ul style="list-style-type: none">• Manager, direction, advice
Company Staff	<ul style="list-style-type: none">• Peers, direction, support
Distributors/Customers	<ul style="list-style-type: none">• Manage customer relationships where appropriate, advice and information
Regulatory authorities and government agencies	<ul style="list-style-type: none">• Manage relationships where appropriate, advice and information
Suppliers	<ul style="list-style-type: none">• Quality of product / service provided. Direct

PERSON SPECIFICATION

1. Qualifications required for the position

- Tertiary qualification in Marketing and/or Communications/English/Tourism related disciplines

2. Skills, knowledge and experience

- Has demonstrable experience in the tourism industry or 2-3 years' experience in marketing / communications roles
 - Excellent writing skills
 - Strong interpersonal and relationship skills
 - Strong organisational and time management skills
 - Intermediate-level computer skills with basic knowledge of online marketing channels and platforms
 - Ability to multi task
 - Proven self-starter with successful track record
 - Excellent interpersonal, sales, communication and presentation skills
 - Immaculate personal presentation
 - Results driven with a positive, energetic attitude and prepared to go the extra mile
 - Has a passion for the Hamilton & Waikato region and its development as a visitor destination
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