

PART A: JOB SCORECARD SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to WREDA and to their own success.

Name of role:	China Tourism Development Manager (three-year, fixed-term)
Who reports to:	Tourism Trade Manager
Direct reports:	Nil
Date:	May 2018
Purpose of the job:	<p>The role is part of the Tourism Trade team working with the international travel distribution network to increase visitor length of stay and spend in Wellington. This person is responsible for increasing the number of Chinese FIT (Free Independent Travelers) visiting Wellington by developing strong relationships with the travel distribution industry and Tourism New Zealand on and offshore, influencing itineraries and building China-ready capability within Wellington's tourism sector.</p> <p>The China Tourism Development Manager will take ownership of WREDA's China visitor attraction plan, develop China social media channels, create and distribute online content, identify and manage famil trips, further local partnerships with our funded stakeholders, tourism operators and champion the Chinese visitor market within WREDA. This person is the champion for destination Wellington in China.</p>

PART B: JOB SCORECARD DESCRIPTION

Key responsibilities: Specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/ Tasks
Increase Chinese FIT visitors to Wellington	<ul style="list-style-type: none"> • Generate leads and business opportunities for China-ready tourism businesses. • Connect local tourism operators with sales channels and facilitate their pathway to conversion if required. • Identify, organize and host famil visits for Chinese travel trade. Hosting of Chinese media and Business Event delegates may also be required from time to time.

	<ul style="list-style-type: none"> • Create and promote itineraries that leverage two-night stays in Wellington and which leverage Tourism New Zealand's investment in the WTMN project. • Attend relevant trade shows and events both in New Zealand and offshore, and provide timely and tangible follow up. • Write, brief and produce collateral and training to support trade activity as required.
Manage and develop WREDA's digital channels and simplified-Chinese resources	<ul style="list-style-type: none"> • Write, load and distribute content in simplified-Chinese, working with the Digital Team to ensure our content and brand consistency is considered at all times • Day to day maintenance of WellingtonNZ.com/cn and newzealand.com/cn content • Develop and deliver an ongoing programme of communication on China-specific social media/digital channels such as Weibo and WeChat. • Share content with TNZ's China Trade channels • Participate in WREDA's Digital team meetings and provide suggestions on growing the number of Chinese visitors to WellingtonNZ.cm/cn
Build China-ready capability within Wellington's tourism industry	<ul style="list-style-type: none"> • Work with funded stakeholders and Wellington's tourism community to help operators progress their China business and achieve success. • Contribute to the ongoing development and strategic implementation of a China FIT attraction plan including e-commerce solutions.
Stakeholder relations	<ul style="list-style-type: none"> • Build strong relationships with Tourism New Zealand and local tourism operators to identify the travel trade that will deliver FIT visitors to the region. • Further WREDA's partnerships and relationships with funded stakeholders, tourism operators, WIAL, neighbouring tourism organisations and national stakeholders.
Administration, finance and reporting	<ul style="list-style-type: none"> • Whilst China-focused, this role will also support the activity of the small Tourism Trade team across all target markets as required. • Ensure all monthly activity and performance reporting is completed on time, as well as status updates for partner, board and annual reporting. • Budget allocation, reporting and responsibilities as designated by the Tourism Trade Manager • Support stakeholders and other business WREDA units who may need China-expertise.

Area of responsibility	Actions/ Tasks
Health, safety and compliance	<ul style="list-style-type: none"> • Trade hosting is undertaken within a strong Health & Safety process. 100% compliance of this process is expected • Take an active role in identifying and mitigating any health and safety risks to yourself and others. While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others. • Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WREDA in relation to health, safety and compliance. • Report any potential hazards or risks to health and safety or the environment as soon as possible, and take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
WREDA collaboration	<ul style="list-style-type: none"> • Maintain a "WREDA-wide" perspective with all work. • Consider how your role links and contributes to other areas of WREDA, and actively engage when required. • Communicate with fellow WREDA colleagues on work, initiatives and projects. • Actively collaborate and participate in WREDA-wide initiatives and projects.

Job outcomes: Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
Grow Chinese FIT visitation to Wellington	Increase in China Visitor Spend in region as measured by MRTes
Establish Wellington as a FIT destination with Chinese travel distribution network	Increase in itineraries and profile of Wellington region and tourism operators in Chinese channels
Increase engagement in Wellington's digital channels	TBC – agreed number of contacts and posts following development plan sign-off
Event attendance and sales calls	Clear messaging delivered in memorable ways delivering leads to WREDA and local operators
Travel trade engagement	Agreed number of sales calls, new itineraries and product inclusions TBC

Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Sales-focus	Pursue growth opportunities on behalf of the region and tourism businesses.
Technical Ability and Experience	Experience in working with the tourism distribution channel in New Zealand and China. Experience in pursuing growth opportunities and leads Strong knowledge of FIT consumer travel behaviour in China, past experience in an Asia-business role and relevant tertiary study. Strong experience in digital channel writing skills in English and simplified-Chinese.
Communication	Fluent Mandarin and English-speaker (Cantonese also an advantage). Communicates information clearly, adjusting the way they communicate to suit the intended audience with strong cultural awareness.
Relationship Management/ Customer Focus	Proactively has an awareness of and acts to consistently meet customer/ client needs. Builds rapport quickly and uses good judgement to have a positive effect in the development of successful business relationships.
Work Organisation	Effectively organises all aspects of work in order to achieve high quality and timely output.
Initiative Analysis & Problem Solving	Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.
Teamwork	Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.

Values: Values & behaviours which, when adopted, will bring to life WREDA's aspired culture.

Our Purpose	Our Organisational Values	Our Culture
To make the Wellington region wildly famous	<ul style="list-style-type: none"> . Do it together . Dare to be different . Show the passion . Find the fun . Focus on the customer 	<ul style="list-style-type: none"> . Collaborative . People centered . Supportive . Constructive . Open . Recognition

		<ul style="list-style-type: none">. Celebrate success. Empowerment. Ownership. Accountability. Learning, coaching and personal growth
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