



ChristchurchNZ™

Job Description

Position Title:	Asian Markets Manager
Reports To:	Trade Partnerships Manager
Direct Reports:	Nil
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) Visitor Centre, 28 Worcester Boulevard, Christchurch
Status:	Permanent Full Time
Date:	September 2018

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

Why is this role important?

The purpose of this role is to build and enhance the strategy for engaging and growing commercial relationships with strategic Asian*, and particularly Chinese trade partners in tourism, education and business. Travel offshore to targeted tradeshows to create mutually beneficial partnerships with a view to understand market requirements, and report back development and capability required in the destination. Undertake a programme to ensure Asian partnerships are measurable in their success, and support businesses in Christchurch to become China, and Asia ready. Manage a pipeline of Asian market trade prospects and continue to aim for conversion to visitation, additional bed nights or higher spend.

*For clarification Asian markets refer to: China, South Korea, Japan, Singapore and Taiwan, with Indonesia, Malaysia, Philippines, Thailand, Vietnam and other South East Asian markets also part of the role where identified as part of the wider Trade Partnerships team strategy. Western Markets such as Australia, the US, UK, Europe and India fall outside the remit of this role.

What this role is about?

Partnership Development	<ul style="list-style-type: none">• Assisting in the development and implementation of a China partnership strategy, and in the development and implementation of strategic partnerships in other Asian regions including but not limited to Singapore, Japan and South Korea• Work with key stakeholders to ensure the outcomes of the Christchurch International Education Strategy are achieved in Asian markets• Assist in the development and implementation of ChristchurchNZ's China Growth Strategy• Identify emerging Asian markets in line with airline connectivity or visitor/student growth and work to secure partnerships and activity to target these markets
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	<ul style="list-style-type: none"> • Support tourism operators who want to become “Asia market ready” • Represent ChristchurchNZ at Kia Ora South and other offshore trade events as requested • Assist with the preparation and management of an Asian appointment stream at TRENZ • Work alongside trade, bureau and business development teams to develop effective content in Mandarin/Simplified Chinese • Lead the relationship between ChristchurchNZ and Asian- focused offshore trade, education agents, inbound tour, international and national trade organisations to convert to visitation, increase length of stay, maximise spend, and profile the city • Grow and strengthen travel trade and international education agent itineraries into Christchurch • Build close working relationships with key stakeholders to secure trade partnerships, remove roadblocks and ensure opportunities are maximised • Motivate key strategic partners to become advocates for Christchurch, utilising and leveraging their resources and assets to increase visitor demand for the city • Use impeccable negotiation, influencing and communications skills
Research	<ul style="list-style-type: none"> • Assist with visitor experience research in China and New Zealand • Coordinate market research to identify trends and provide input for ChristchurchNZ’s Asian Markets strategy • Gather market intelligence through various sources and provide findings to the industry and wider ChristchurchNZ team
Industry readiness for China market	<ul style="list-style-type: none"> • Provide leadership and guidance to the industry on Asian markets • Manage and deliver Upskill for China programme for operators in the region • Proactively engage with the industry and assist in developing an Asian market strategy for operators • Implement strategy on how to improve the roadside food offering for Asian travellers in the Canterbury region • Assist operators with translations and proofreading of their Chinese collateral • Assist CIAL, Tourism New Zealand and other partners with hosting Asian delegations and assisting with communication when required
Communication and industry support	<ul style="list-style-type: none"> • Develop strong relationships with ChristchurchNZ Business Partners and District Tourism Organisations • English to Mandarin/Simplified Chinese (and vice versa) translation work as required • Assist in developing trade content and working with trade onshore and offshore • Design and write effective trade content in Mandarin/Simplified Chinese for Chinese travel consumers

	<ul style="list-style-type: none"> • Manage content development for trade in English and Mandarin/Simplified Chinese • Assist with the preparation of trade content for offshore events
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ChristchurchNZ ways of working

Leadership	<ul style="list-style-type: none"> • Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance • Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating • Identify and pursue opportunities to ignite bold ambitions
Corporate Responsibility	<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders • Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy <p>Commercial Capability</p> <ul style="list-style-type: none"> • In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams • Act with integrity and aim to over deliver on our commercial agreements <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> • Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role • Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems • Prepare reports in a timely and accurate manner as required • Approve payments and spending in line with the delegated authority associated with this role

	<ul style="list-style-type: none"> Use the Projects & Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money <p>Sustainability</p> <ul style="list-style-type: none"> Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs <p>Maoritanga</p> <ul style="list-style-type: none"> Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
Health & Safety	<ul style="list-style-type: none"> Comply with the Health and Safety Policy and processes at all times Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating Follow safe methods and take no unreasonable risks with your own or any other persons' safety Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager Seek assistance or advice where the safe method of completing a job is not known

Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	Nature of the Relationship
<p>External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.</p> <p>Indicative external relationships for this role would include, but are not limited to:</p> <ul style="list-style-type: none"> CIAL, Tourism New Zealand, Airline Partners, Inbound Tour Operators, Education Agents, Tourism Operators, Tertiary Institutes 	Stakeholder engagement and service delivery to achieve aligned outcomes

Qualifications, Knowledge and Experience specification

Strong written and verbal communication skills
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High competency in English and Mandarin/Simplified Chinese demonstrated by a minimum IELTS score of 7.0 (no section score lower than 7.0) and/or a Grade A score in the Advanced Chinese Proficiency Test (HSK). Similar grades in other language proficiency tests may be acceptable.
Tourism qualification and/or industry experience preferred
Knowledge and awareness of the Canterbury region
Basic level experience using Content Management Systems preferred
Experience with and active user of Chinese social media
High competence online
Proven track record in developing and maintaining relationships
Full New Zealand Drivers Licence
Effective interpersonal communication skills for dealing with a wide range of internal and external stakeholders
Ability to work well within a team environment
Highly motivated and personable
A quick learner with the ability to think on their feet
Sound administrative skills
Intermediate skills in MS Office

General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.