



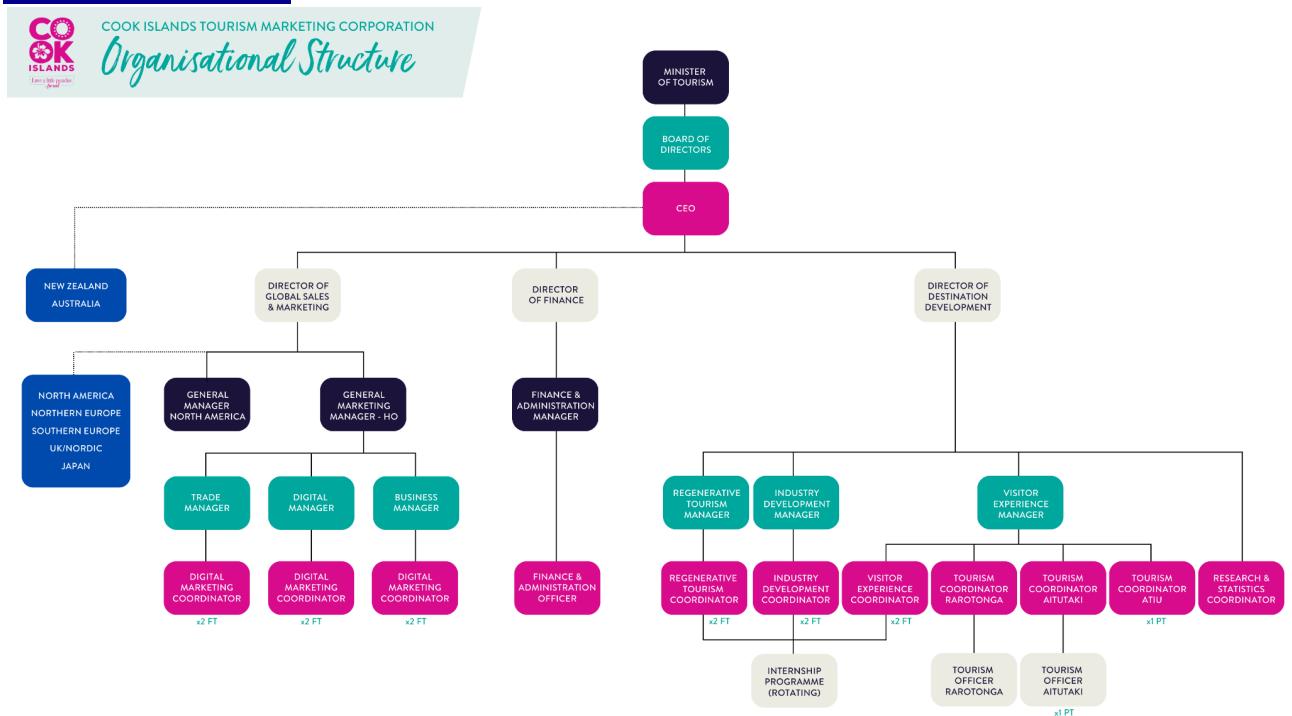
POSITION DESCRIPTION

<b>Position Title:</b>	<b>Trade Manager</b>
<b>Division:</b>	Destination Marketing
<b>Responsible To:</b>	Director of Sales & Marketing & General Marketing Manager – Head Office
<b>Responsible For:</b>	Destination Marketing Coordinator x 2
<b>Job Purpose:</b>	<p>The role of the Destination Trade Manager is to identify global trade opportunities, connect them with our industry stakeholders, and promote the Cook Islands tourism product.</p> <p>You will provide operational oversight, ensuring the successful promotion of the destination's offerings in alignment with the corporation's business goals. You will lead a team of Destination Marketing Coordinators, that provide essential support for activities that drive the accomplishment of corporate objectives. This role encompasses multifaceted responsibilities that range from staff management and development to market office representation, analysis, and the formulation of recommendations for enhancements which are then reported monthly to the Director of Sales &amp; Marketing.</p>
<b>Legal Obligation of this position:</b>	The Cook Islands Tourism Corporation (CITC) undertakes the fulfillment of the provisions under the CITMC Act 1998 and amendment 2007
<b>Date:</b>	July 2023

MINISTRY VISION:

“Tourism advances the wellbeing of resident Cook Islander in a way that is, economically viable, socially acceptable and environmentally sustainable

ORGANISATIONAL CHART:





## OBJECTIVES OF THE POSITION:

### 1. Management of Staff:

**Leadership and Goal Attainment:** Oversee and guide the team of Destination Marketing Coordinators in achieving the corporation's business goals, executing programs, and successfully completing specific projects. Foster a collaborative and motivated team environment to drive excellence.

**Training and Development:** Identify and implement training initiatives that enhance the skills and competencies of the marketing team. Proactively assess training needs and create opportunities for skill enhancement, ensuring the team remains adept at handling evolving marketing challenges and strategies.

### 2. Market Representation Office Support:

**Marketing Collateral:** Empower market representation offices to provide comprehensive marketing materials, precise product information, and effective promotional tools for their sales and marketing endeavors. Facilitate their ability to convey the destination's value proposition accurately and persuasively.

**Tailored Digital Campaigns:** Execute and monitor digital marketing campaigns designed specifically to highlight the unique offerings of the destination. Craft campaigns that resonate with target audiences and result in heightened destination visibility and desirability.

**Strategic Alignment:** Take a lead role in facilitating alignment by the market offices with the overarching marketing goals of the corporation. Ensure that local marketing efforts contribute cohesively to the achievement of broader marketing objectives.

### 3. Trade & Industry Initiatives:

**Strategic Promotions and Incentives:** Devise and implement strategic trade and industry promotions and incentives that stimulate sales and enhance the brand presence across a spectrum of traditional and digital platforms. Cultivate enticing offers that engage partners and drive business growth.

**Partnership Enhancement:** Identify viable co-marketing activities and loyalty programs that foster enduring partnerships with trade and industry entities. These initiatives should incentivize repeat business and fortify relationships that contribute to mutual success.

### 4. Familiarisation Program:

**Immersive Partner Experiences:** Steer the immersive familiarisation programs for trade partners, media associates, and industry professionals. These experiences enable partners to gain firsthand exposure to the destination's offerings, fostering deeper connections and better representation.

**Strategic Itinerary Management:** Collaborate closely with key source market representation offices to craft comprehensive itineraries that showcase the destination's diversity and appeal. Manage budgets to ensure a seamless and enriching experience for participants.

### 5. Financial Management:

**Budget Oversight:** Proficiently manage the destination marketing budget, in collaboration with the finance team, ensuring every resource allocation is strategically aligned with marketing priorities.

**Resource Optimization:** Make informed decisions regarding resource allocation to ensure optimal utilization of funds. Balance the allocation across various marketing initiatives to maximize the return on investment.

### 6. Stakeholder Management:

**Building Collaborative Relationships:** Cultivate robust and enduring relationships with trade partners, encompassing travel agents, local industries, wholesalers, and distributors. Forge partnerships that are mutually beneficial and founded on shared goals, enhancing the overall success of marketing initiatives.

**Market Intelligence Dissemination:** Proactively share pertinent market intelligence with stakeholders to bolster destination awareness. Provide timely updates on emerging trends, shifts in consumer preferences, and competitive landscape insights that equip stakeholders with actionable information.

**Industry Leadership:** Assume a leadership role within the industry by advocating recommended best practices and strategic approaches. Leverage your expertise to guide stakeholders towards effective strategies, ensuring they remain at the forefront of industry advancements.



## **7. Trade Training & Education:**

**Educational Programs:** Spearhead the facilitation of comprehensive training programs designed to educate trade partners about the destination's unique value propositions, distinct products, and exceptional services. Equip partners with the knowledge required to effectively communicate the destination's Unique Selling Proposition.

**Workshops and Webinars:** Strategically organize and lead workshops and webinars that empower trade partners with in-depth product knowledge and adeptness in digital sales techniques. These engagements should empower partners to effectively communicate and promote the destination's offerings.

## **8. Trade & Consumer Shows and Exhibitions:**

**Strategic Showcasing:** Take charge of meticulously planning and coordinating trade shows, exhibitions, and, where warranted, industry events. These platforms provide a stage to vividly showcase the destination's unparalleled offerings, inspiring interest among potential visitors.

**Point-of-Sale (POS) Materials:** Collaborate on the development and dissemination of persuasive POS materials such as displays, signage, and brochures. These materials bolster product visibility, generating heightened awareness and interest among target audiences.

**Efficiency and Professionalism:** Collaborate seamlessly with market offices to ensure the execution of events is characterized by efficiency and professionalism. Uphold the destination's reputation by ensuring that every event is executed flawlessly and aligns with the overarching marketing strategy.

## **9. Product Development:**

**Innovative Diversification:** Play a pivotal role in the development of innovative products that enrich the destination's tourism offering. These products should be designed to resonate with the evolving preferences of visitors, attracting a diverse range of travelers.

**Market Insight Utilization:** Leverage a comprehensive understanding of market trends and consumer demands to guide product development initiatives. Through analysis, translate market insights into captivating and compelling product offerings that cater to the desires of travelers.

## **10. Performance Management & Analysis:**

**Impact Assessment:** Diligently analyze and assess the impact of marketing campaigns, trade promotions, and other strategic activities on destination awareness and the overall visitor experience. Scrutinize data to discern the efficacy of these initiatives and their alignment with set objectives.

**Strategic Recommendations:** Regularly generate insightful reports and well-considered recommendations for improvement. These reports serve as vital tools for the General Marketing Manager, Director of Sales and Marketing (DoSM) and senior management to fine-tune strategies and enhance outcomes. Your analysis should drive continuous refinement and innovation in marketing endeavors.



**OUTPUTS OF THE POSITION:**

The Trade Communications Manager is successful in executing the role when the following Outputs and Key Performance Indicators (KPIs) are met or exceeded.

Output	Key Performance Indicators
<p><b>Management of Staff:</b> Staff satisfaction survey 6 monthly performance reviews</p>	<p><b>Leadership and Goal Attainment:</b> X percentage of business goals achieved by the team. Successful completion rate of assigned programs and projects. Team collaboration and motivation level measured through periodic assessments. <b>Training and Development:</b> Number of training initiatives implemented. Improvement in team skills and competencies measured through assessments. Training needs identified annually and implemented</p>
<p><b>Market Representation Office Support:</b> Market report Campaign results / Dashboard - Brandwatch &amp; GA4 analytics Annual Business goals Monthly report</p>	<p><b>Marketing Collateral:</b> Quality and availability of marketing materials and tools. Feedback from market offices regarding the usefulness of provided materials. <b>Tailored Digital Campaigns:</b> Number of digital campaigns executed. Engagement metrics (click-through rates, conversions) from digital campaigns. <b>Strategic Alignment:</b> Alignment assessment score measuring market office activities with corporate marketing goals. Feedback from market offices on the effectiveness of alignment efforts.</p>
<p><b>Trade &amp; Industry Initiatives:</b> Promotion results BPP feedback Industry feedback Monthly report</p>	<p><b>Strategic Promotions and Incentives:</b> Number of successful trade and industry promotions executed. Increase in sales attributed to promotions and incentives. <b>Partnership Enhancement:</b> Number of co-marketing activities and loyalty programs implemented. Rate of repeat business from trade and industry partners.</p>
<p><b>Familiarization Program:</b> FAMIL program - numbers &amp; pax FAMIL survey results Industry feedback Monthly report</p>	<p><b>Immersive Partner Experiences:</b> Participant feedback and satisfaction scores from familiarisation programs. Increase in trade partner engagement after participating in familiarisation trips. <b>Strategic Itinerary Management:</b> Budget adherence and cost-effectiveness of familiarisation trips. Itinerary quality assessment based on participant feedback.</p>
<p><b>Financial Management:</b> AOPs Monthly Profit &amp; Loss ROI or COA calculations</p>	<p><b>Budget Oversight:</b> Budget adherence to AOPs and across Project Briefs. Alignment of budget allocations with marketing priorities.</p>



<p>Monthly report</p>	<p><b>Resource Optimization:</b> Efficient allocation of resources across marketing initiatives. Return on investment (ROI) analysis for different resource allocations.</p>
<p><b>Stakeholder Management:</b> BPP program IVS GBU Workshop feedback Monthly report</p>	<p><b>Building Collaborative Relationships:</b> Strength of relationships is measured through stakeholder surveys or feedback. Number of mutually beneficial collaborations formed. <b>Market Intelligence Dissemination:</b> Timeliness and relevance of market intelligence shared with stakeholders. Stakeholder feedback on the usefulness of provided market insights. <b>Industry Leadership:</b> Participation in industry events and leadership initiatives. Feedback from stakeholders on the value of provided industry guidance.</p>
<p><b>Trade Training &amp; Education:</b> Workshop feedback Corporation led or hosted workshops Monthly report</p>	<p><b>Educational Programs:</b> Participation rates in training programs. Improvement in trade partner knowledge assessed through post-training evaluations. <b>Workshops and Webinars:</b> Number of workshops and webinars conducted. Participant engagement and satisfaction levels.</p>
<p><b>Trade &amp; Consumer Shows and Exhibitions:</b> Market feedback Host feedback Monthly report</p>	<p><b>Strategic Showcasing:</b> Engagement metrics reached from trade shows and exhibitions Feedback from participants on the impact of the showcasing efforts. <b>Point-of-Sale (POS) Materials:</b> Quality and effectiveness of POS materials. Increase in product visibility and awareness attributed to POS materials.</p>
<p><b>Product Development</b> BPP program Website listings Monthly report</p>	<p><b>Innovative Diversification:</b> Number of new products developed. Reception and adoption rate of new products by the target audience. <b>Market Insight Utilization:</b> Identification and integration of market trends into product offerings. Market response and customer feedback on newly developed products.</p>
<p><b>Performance Analysis:</b> 6 monthly performance review Monthly report</p>	<p><b>Impact Assessment:</b> Effective metrics of marketing campaigns and initiatives (awareness, engagement). Visitor satisfaction and experience ratings. <b>Strategic Recommendations:</b> Quarterly recommendations for improvement provided. Implementation rate of recommended improvements.</p>



**FUNCTIONAL RELATIONSHIPS:**

List the requirement for human relations skills in dealing with other internal and external contacts.

Internal	Nature of Contact	External	Nature of Contact
1. Global offices & reps. NZ, AU, NA, UK, NE, SE.	1. Heavy	1. Web Developers	1. Negotiating/Critical
0. Marketing team	0. Heavy	0. App Developers	0. Negotiating
0. Tourism Industry	0. Heavy	0. Digital Agencies	0. Promoting / Negotiating
0. Market Representatives	0. Heavy	0. Publication Agencies	0. Promoting
0. Finance Department	0. Medium	0. Tourism Industry	0. Negotiating / Critical & Promoting
0. Executive Services	0. Heavy	0. ICT	0. Routine
0. Destination Development	0. Medium	0. MFEM	0. Routine
0. Pa Enea offices	0. Light	0. Visitors	0. Promoting
		0. Travel Wholesaler	0. Promoting
	<p>What contact does this position have with the internal contact described (Light, Medium/Heavy)</p> <p><b>Light:</b> Only if a small proportion of the Agency is dealt with (1 or 2 other departments)</p> <p><b>Medium:</b> Most of the Agency is dealt with at a routine level.</p> <p><b>Heavy:</b> Positions require contact with all functions of the Agency and/or where these are of a very sensitive nature (e.g. HR Officer dealing with personal grievances)</p>		<p>What contact will I have with this external contact described (Minimal, Routine, Promoting, Negotiating/ Critical Contact)</p> <p><b>Minimal:</b> Minimal external contact is required.</p> <p><b>Routine:</b> Significant, regular discussions and contact to resolve day to day difficulties and problems.</p> <p><b>Promoting:</b> Significant contact to promote the organisation and achieve prescribed goals. Also included are those positions having daily and continual contact with people and in a role requiring advanced human relations skills.</p> <p><b>Negotiating:</b> Considerable contact as the prime negotiator on major business dealings or on highly sensitive matters requiring highly developed negotiating or human relations skills.</p>



**AUTHORITY:**

Authority levels are expressed in terms of routine expenditure, staff contract agreements, and recruiting and dismissing staff.

<b>Financial</b>	Authorised to approve expenses up to \$5,000.00 of pre approved and budgeted expenditure.
<b>Staff</b>	Manage the recruitment process for staff under their management, and lead interview and recommendation panels with Director/ GMM.
<b>Contractual</b>	Authorised to approve recurring expenditure for pre-approved and budgeted expenditure.

**WORK COMPLEXITY:**

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to manage dedicated Digital Marketing Coordinators to ensure optimal productivity and effectiveness towards agreed objectives, all while nurturing a positive and rewarding work environment.
2	Ability to plan ahead and prioritize areas of focus and associated work programs to ensure consistency with Marketing Strategic Document (MSD) and the direction appointed by the General Marketing Manager, Director of Sales & Marketing, CEO, and Board
3	Ability to manage multiple project-specific deadlines whilst simultaneously supporting the General Marketing Manager and Director to complete other Destination Marketing activities.
4	Ability to anticipate 'uncharted' project requirements and having the ability to deal with them in a proficient manner. Uncharted refers to projects that are breaking new ground and never before undertaken by the corporation therefore no previous precedent/procedures have been set.
5	Ability to keep up to date with changes and advances in the Trade Communication space and advising on recommended approaches to adopt
6	Ability to monitor and analyze conversion and ROI on a global scale for competitive and comparative purposes
7	Ability to form positive working relationships, work collaboratively with and effectively manage a large group of stakeholders/industry members.

**PERSON SPECIFICATION:**



**Qualification**

Level of education required to perform the functions required of the position. This combines formal and informal levels of training and education.

**QUALIFICATIONS (OR EQUIVALENT LEVEL OF LEARNING)**

Level of education required to perform the functions of the position. This combines formal and informal levels of training and education.

<b>Essential: (least qualification to be competent)</b>	<b>Desirable: (other qualifications for job)</b>
<ul style="list-style-type: none"> <li>• Tertiary Degree in a related field including; Tourism, Marketing &amp; Business management</li> </ul>	<ul style="list-style-type: none"> <li>• Postgraduate papers in a related field including; Strategic Management, Communications</li> </ul>

**EXPERIENCE**

The length of practical experience and nature of specialist, operational, business support or managerial familiarity required. This experience is in addition to formal education.

<b>Essential: (least number of years to be competent)</b>	<b>Desirable: (target number of years you are looking for)</b>
At least 3 years experience in one or more: <ul style="list-style-type: none"> <li>• Tourism Marketing</li> <li>• Problem solving</li> <li>• Multi tasking</li> <li>• Business development</li> <li>• Team management</li> </ul>	At least 4 - 5 years experience in one or more: <ul style="list-style-type: none"> <li>• Strategic management</li> <li>• International marketing</li> <li>• Industry &amp; Hospitality management</li> </ul>

**Key Skills /Attribute / Behaviours**

<p><b>Key Leadership &amp; Management Skills</b></p>	<p>The successful applicant will demonstrate:</p> <ul style="list-style-type: none"> <li>• Effective and efficient management of staff and team output, with the ability to manage multiple projects and work assignments from a variety of staff and volunteers across multiple locations</li> <li>• Excellent organizational skills and ability to prioritize and meet tight deadlines</li> <li>• Excellent communication skills, including written, proofreading skills, and public speaking</li> <li>• Ability to develop and nurture close relationships with stakeholders, delivery partners, community groups and other government agencies</li> <li>• Ability to develop and nurture close relationships with tourism industry members</li> <li>• A further ability to manage various stakeholders with competing priorities</li> <li>• Excellent interpersonal skills both in person and by phone, with high professionalism</li> <li>• Ability to work autonomously and accomplish projects with little supervision</li> <li>• The ability to remain and act impartially despite potential social pressures</li> </ul>
--	--





<b>Key Technical Skills</b>	The successful applicant will demonstrate key technical skills: <ul style="list-style-type: none"><li>● Strong understanding of digital marketing principles and practices.</li><li>● Excellent communication and interpersonal skills.</li><li>● Proficiency in market research and data analysis.</li><li>● Ability to manage multiple projects and prioritize tasks effectively.</li><li>● Strong attention to detail and organizational skills.</li><li>● Experience in event coordination and management is a plus.</li><li>● Familiarity with the airline industry is an advantage.</li></ul>
<b>Other Skills &amp; Knowledge</b>	The successful applicant will also need to demonstrate: <ul style="list-style-type: none"><li>● Comfortable in representing Cook Islands Tourism in public forums</li><li>● Competency in speaking and writing in both English and Cook Islands Maori (preferred)</li></ul>