



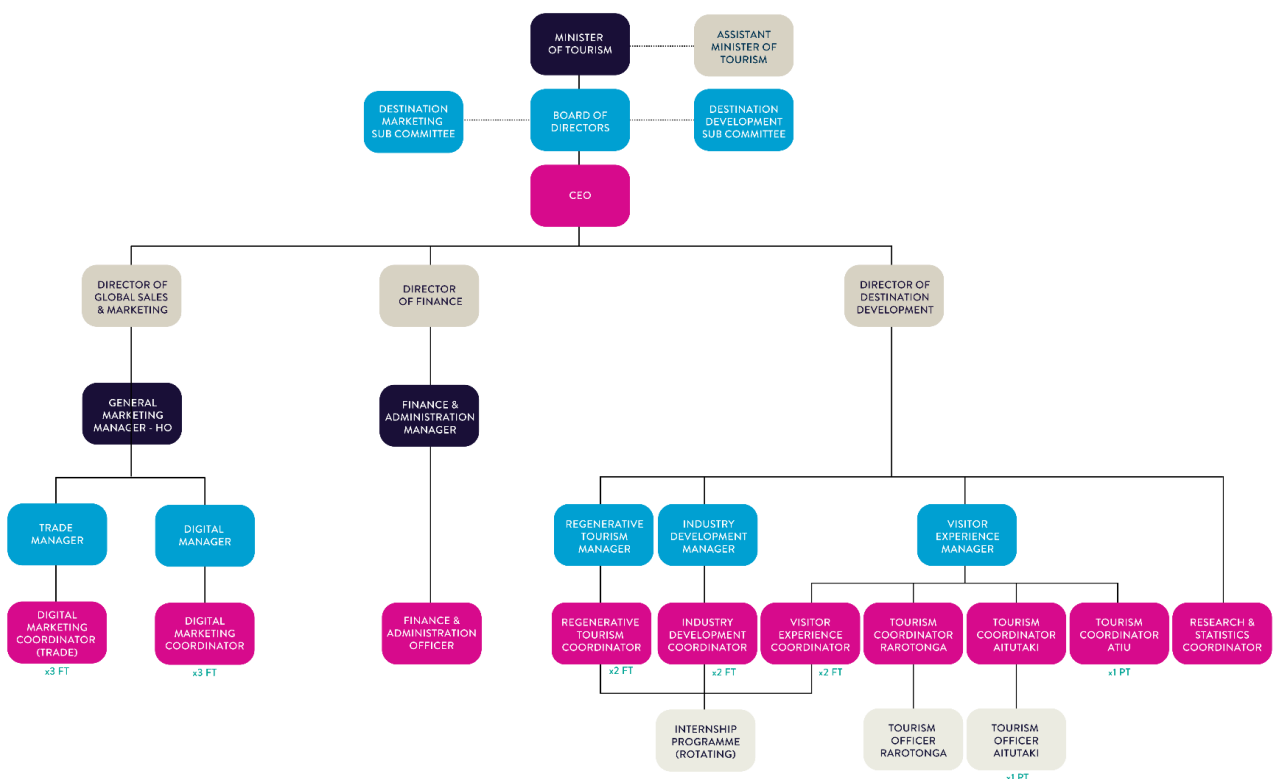
POSITION DESCRIPTION

Position Title:	Trade Marketing Coordinator
Division:	Destination Marketing
Responsible To:	Trade Manager
Responsible For:	None
Job Purpose:	<p>The role of the Trade Marketing Coordinator is to support the Trade Manager in capitalizing on global trade opportunities, connecting them with our industry stakeholders, and promoting the Cook Islands tourism product.</p> <p>You will provide essential support for activities that drive the accomplishment of corporate objectives such as facilitating immersive familiarization programs for trade partners, media associates, and industry professionals, fostering deeper connections and advancing representation of the Cook Islands on a global scale.</p>
Legal Obligation of this position:	The Cook Islands Tourism Corporation (CITC) undertakes the fulfillment of the provisions under the CITMC Act 1998 and amendment 2007
Date:	September 2024

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. Staff Co-operation:

Contribute: Contribute to a positive work environment amongst the team of Destination Marketing Coordinators in achieving the corporation's business goals, executing programs, and successfully completing specific projects. Fortify a collaborative and motivated team environment to drive excellence.

Training and Development: Participate in and complete training initiatives that enhance the skills and competencies of the marketing team. Proactively engage in opportunities for skill enhancement, ensuring the team remains adept at handling evolving marketing challenges and strategies.

2. Market Representation Office Support:

Marketing campaigns: Assist market offices in developing and producing effective marketing campaigns. Provide market offices with comprehensive marketing materials and designs with product information. Facilitate alignment between the market representation offices and the corporation's marketing goals.

3. Trade & Industry Initiatives:

Promotions and Incentives: Aid in the development and implementation of strategic trade and industry promotions. Support and maintain partnerships with trade and industry entities.

Budgetary oversight: Ensure budgets related to trade and industry initiatives are adhered to achieve maximum return on investment.

4. Familiarisation Program:

Coordinate: Organize and manage engaging itineraries that showcase the Cook Islands' diverse offerings, including cultural experiences and unique activities while coordinating with local industry to ensure seamless and enriching experiences for participants.

Report: Collect feedback from participants and report to the Destination Trade Manager to ensure ongoing improvements and optimal effectiveness.

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 Support:

Support Relationships: Assist the Destination Trade Manager in building and maintaining collaborative relationships with trade partners. Participate in, and develop marketing initiatives with government and private sector partners, such as events and special product showings. Ensure all PR articles as a result of a fam are loaded on corporation website and available online.

Advocate: Assist in sharing recommended best practices within the tourism industry and disperse market intelligence to local industry from data collected.

7. Trade Training & Education:

Educational Programs: Support the Trade manager in gathering and collating of data and information updates to inform comprehensive training programs designed by the Trade Manager to educate trade partners about the destination's unique value propositions, distinct products, and exceptional services.

Workshops and Webinars: Support and present where requested, workshops and webinars that inform trade partners with in-depth product knowledge and updates. These engagements should enable partners to effectively communicate and promote the destination's offerings.

8. Trade & Consumer Shows:

Showcasing: Assist in the planning and coordination of market participation at trade shows and exhibitions. These platforms provide a stage to vividly showcase the destination's unparalleled offerings, inspiring interest among



potential visitors.

Point-of-Sale (POS) Materials: Create and maintain up-to-date persuasive POS materials such as displays, signage, and brochures. These materials bolster product visibility, generating heightened awareness and interest among target audiences.

9. Product Development:

Product Advancement: Keep up to date with product and service developments and identify gaps in product offerings to provide recommendations for improvements where required. These products should be designed to resonate with the evolving preferences of visitors, attracting a diverse range of travelers.

Market Trends: Conduct market research to understand trends and consumer demands to aid in the development of product initiatives.

10. Performance Analysis:

Analyse: Assist in the analysis of the impact of marketing campaigns, trade promotions, and other strategic activities on destination awareness and the overall visitor experience. Translate data to discern the efficacy of these initiatives and their alignment with set objectives and generate reports and recommendations for improvement.

OUTPUTS OF THE POSITION:

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

Output	Key Performance Indicators
<p>Positive Work Environment</p> <p>Deadlines are met</p>	<p>Performance Reviews</p> <p>Peer Reviews Positive peer reviews within destination marketing and the wider corporation</p> <p>Feedback from management Performance reviews</p>
<p>Market Representation Office Support: Market report Campaign results / Dashboard - Brandwatch & GA4 analytics Annual Business goals Monthly report</p>	<p>Marketing Collateral: Marketing materials and tools are kept up to date. Feedback from market offices regarding the usefulness of provided materials.</p> <p>Tailored Digital Campaigns: Timely execution of digital campaigns. Engagement metrics (click-through rates, conversions) from digital campaigns.</p>
<p>Trade & Industry Initiatives: Promotion results BPP feedback Industry feedback</p>	<p>Promotions and Incentives: Timely execution of trade and industry promotions. Measurement and sales attributed to promotions and incentives.</p> <p>Partnership Enhancement: Number of co-marketing activities and loyalty programs implemented. Rate of repeat business from trade and industry partners.</p>
<p>Familiarization Program: FAMIL program - numbers & pax FAMIL survey results</p>	<p>Immersive Partner Experiences: Participant feedback and satisfaction scores from familiarisation programs. Increase in trade partner engagement after</p>



<p>Industry feedback</p>	<p>participating in familiarisation trips. Itinerary Management: Budget adherence and cost-effectiveness of familiarisation trips. Itinerary quality assessment based on participant feedback.</p>
<p>Stakeholder Support: BPP program IVS GBU Workshop feedback Events Product Launches</p>	<p>Building Collaborative Relationships: Strength of relationships is measured through stakeholder surveys or feedback. Number of mutually beneficial collaborations formed. Market Intelligence Dissemination: Timeliness and relevance of market intelligence shared with stakeholders. Stakeholder feedback on the usefulness of provided market insights. Industry Leadership: Participation in industry events and leadership initiatives. Feedback from stakeholders on the value of provided industry guidance.</p>
<p>Trade Training & Education: Workshop feedback Corporation led or hosted workshops</p>	<p>Educational Programs: Participation rates in training programs. Improvement in trade partner knowledge assessed through post-training evaluations. Workshops and Webinars: Number of workshops and webinars conducted. Participant engagement and satisfaction levels.</p>
<p>Trade & Consumer Shows and Exhibitions: Market feedback Host feedback</p>	<p>Showcasing: Engagement metrics reached from trade shows and exhibitions Feedback from participants on the impact of the showcasing efforts. Point-of-Sale (POS) Materials: Quality and effectiveness of POS materials. Increase in product visibility and awareness attributed to POS materials.</p>
<p>Product Development BPP program Website listings Product Education</p>	<p>Innovative Diversification: Number of new products developed. Reception and adoption rate of new products by the target audience. Maintain up to date information on product and services. Market Insight Utilization: Identification and integration of market trends into product offerings. Market response and customer feedback on newly developed products.</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. Industry Suppliers	1. Promoting
0. Marketing team	0. Heavy	0. Local Media	0. Routine
0. Tourism Industry	0. Heavy	0. Digital Agencies	0. Routine Promoting /
0. Market Representatives	0. Heavy	0. Publication Agencies	0. Promoting
0. Finance Department	0. Heavy	0. Tourism Industry	0. Negotiating / Critical & Promoting
0. Executive Services	0. Medium	0. ICT	0. Routine
0. Destination Development	0. Medium	0. MFEM	0. Routine
0. Pa Enua offices	0. Medium	0. Visitors	0. Promoting
	<p>What contact does this position have with the internal contact described (Light, Medium/ Heavy)</p> <p>Light: Only if a small proportion of the Agency is dealt with (1 or 2 other departments)</p> <p>Medium: Most of the Agency is dealt with at a routine level.</p> <p>Heavy: 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>	0. Travel Wholesaler	0. Promoting
			<p>What contact will I have with this external contact described (Minimal, Routine, Promoting, Negotiating/ Critical Contact)</p> <p>Minimal: Minimal external contact is required.</p> <p>Routine: Significant, regular discussions and contact to resolve day to day difficulties and problems.</p> <p>Promoting: 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>Negotiating: 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.

Financial	None
Staff	None
Contractual	None

WORK COMPLEXITY:

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to manage tasks to ensure optimal productivity and effectiveness towards agreed objectives, and contribute to 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 Strategy and the direction appointed by the Trade Manager, General Marketing Manager, Director of Sales & Marketing, CEO, and Board
3	Ability to complete multiple project-specific deadlines whilst simultaneously supporting the Trade Manager and General Marketing Manager to complete other Destination Marketing activities.
4	Ability to fulfil '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 follow recommendations of 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 and effectively with 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.

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

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.

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

Key Skills /Attribute / Behaviours

<p>Key Behavioural Skills</p>	<p>The successful applicant will demonstrate:</p> <ul style="list-style-type: none"> Ability to effectively manage multiple projects and work assignments from a variety of staff and volunteers across multiple locations Excellent organizational skills and ability to prioritize and meet tight deadlines Excellent communication skills, including written, proofreading skills, and public speaking Ability to nurture close relationships with stakeholders, delivery partners, community groups and other government agencies Ability to develop and nurture close relationships with tourism industry members A further ability to manage various stakeholders with competing priorities Excellent interpersonal skills both in person and by phone, with high professionalism Ability to work autonomously and accomplish projects with little supervision
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	<ul style="list-style-type: none">• The ability to remain and act impartially despite potential social pressures
Key Technical Skills	<p>The successful applicant will demonstrate key technical skills:</p> <ul style="list-style-type: none">• Strong understanding of marketing principles and practices.• Excellent communication and interpersonal skills.• Proficiency in market research and data analysis.• Ability to manage multiple projects and prioritize tasks effectively.• Strong attention to detail and organizational skills.• Experience in event coordination and management is a plus.• Familiarity with the airline industry or travel trade is an advantage.
Other Skills & Knowledge	<p>The successful applicant will also need to demonstrate:</p> <ul style="list-style-type: none">• Comfortable in representing Cook Islands Tourism in public forums• Competency in speaking and writing in both English and Cook Islands Maori (preferred)