

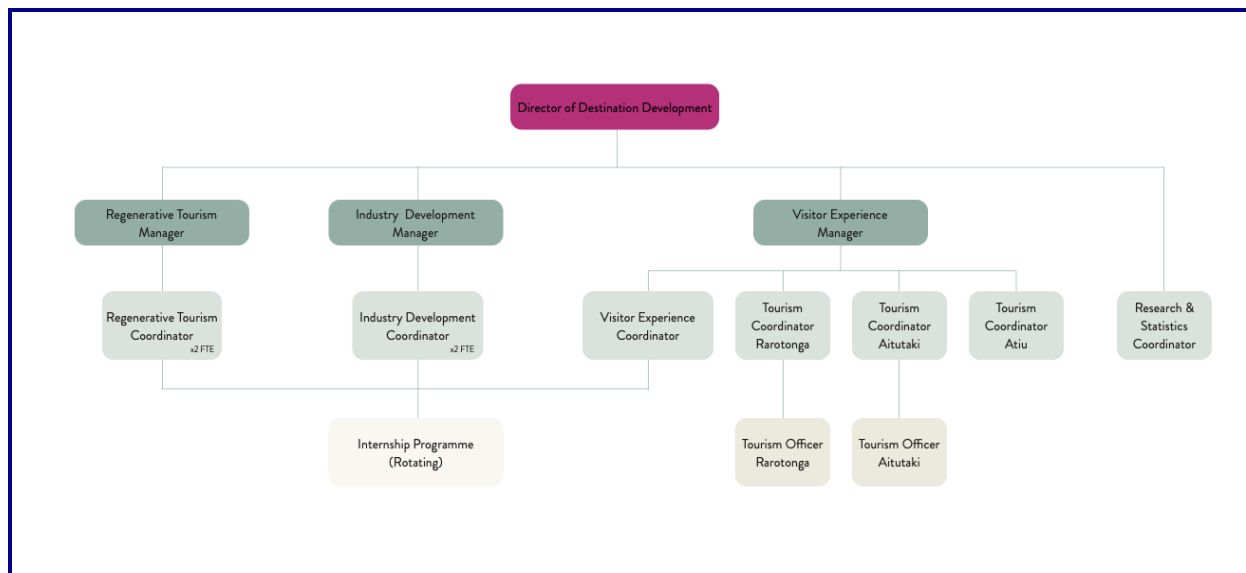
POSITION DESCRIPTION

Position Title:	Industry Development Coordinator
Division:	Destination Development
Responsible To:	Industry Development Manager
Responsible For:	Destination Development Internship Programme
Job Purpose:	The primary purpose of the Industry Development Coordinator role is to empower members of the Cook Islands tourism industry by helping to build capability and resilience, and developing positive and mutually beneficial relationships to collectively ensure an exceptional offering to our visitors. Priority is given to the successful operationalisation of industry-facing focus areas, programmes and projects, to specifically affect progress towards the Cook Islands Tourism Development Strategy (CITDS).
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:	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:

Tourism Sector Development

- Assist with the identification, development, and optimisation of sustainable business opportunities within the visitor economy.

Industry Contribution

- Develop travel-trade partnerships, practices, and products that maximise regenerative travel benefits to the Cook Islands

Human Resource Development

- Support the tourism industry in attracting and retaining high quality staff, with a preference towards the development of Cook Islanders

Capability Building

- Help our tourism industry operate as effectively, efficiently, and sustainably as possible

Quality Assurance

- Empower our industry to deliver a high-quality, safe, and sustainable tourism experience to our visitors.

Industry Engagement

- Maintain a close and consistent relationship with our tourism industry

Budgeting & Reporting

- Ensure industry-facing focus areas, work programmes and projects are efficiently delivered in line with overall strategy, budgeting and audit requirements

Internal & External Communication

- Ensure the aspirations and efforts of the Industry Development team are showcased and celebrated appropriately.

Research & Insights

- Develop and utilise effective methods for capture and analysis of Industry empowerment and associated measures

Supplier/Contractor Management

- Manage the procurement and day-to-day supply of required assets, collateral, and contracted services

OUTPUTS:

The position of Industry Development Coordinator encompasses the following outcomes and key deliverables:

Objectives	Outcome	Key Deliverables
Tourism Sector Development		

Assist with the identification, development, and optimisation of sustainable business opportunities within the visitor economy.	Address the issue of under-supply of tourism product by supporting the development of new tourism business initiatives and the expansion of existing offerings	• Conduct gaps analysis for each island group (Destination assessment) • Incentive programme to incentivise RT practices • Seek opportunities for existing businesses to expand tourism offering (up/cross-sell) • Develop tourism-specific business incubator (e.g., Business Mentoring Programme)
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Industry Contribution		
Develop travel-trade partnerships, practices, and products that maximise regenerative travel benefits to the Cook Islands	Encourage industry to improve levels of corporate social responsibility and regenerative practices	• Work with industry and supply chain partners to reduce footprint of waste, water and energy use • Improve the health and resilience of local biodiversity, and the health and quality of water and marine areas • Develop and refresh Mana Tiaki Certification Programme to incorporate the 4 pillars of wellbeing • Refresh the Cook Islands Tourism Awards and A1 Meitaki Awards to incorporate regenerative practises
	Empower industry to advocate for responsible/regenerative travel	• Investigate ways to incentivise/support development of regenerative visitor experiences • Develop communications strategy to encourage agencies, communities and tourism businesses to champion regenerative tourism practices

Human Resource Development		
Support the tourism industry in attracting and retaining high quality staff, with a preference towards the development of Cook Islanders	Support industry in improving business resilience by upskilling and retaining staff	• Support HR development initiatives for operators • Help operators manage succession planning • Look for/facilitate opportunities for staff-sharing initiatives • Upskilling initiatives for migrant staff
	Build sector resilience and future-readiness by increasing awareness and attractiveness of tourism as a career option	• Engage with ministry of education to investigate feasibility of adding tourism to curriculum as a compulsory subject • Develop strategy for engaging school leavers • Careers Expo • Investigate digital platform • Develop and manage CIT internship/work programme • Develop content + promotional campaign • Talent attraction infused within marketing mix

Capability Building		
Help our tourism industry operate as effectively, efficiently, and sustainably as possible	Grow sector capability and productivity by providing opportunities for learning, with emphasis placed on upskilling in regenerative tourism practices	- Facilitate upskilling workshop programme - Provision of data & insights - Research, identify and facilitate opportunities for additional upskilling initiatives - Investigate feasibility of annual industry conference - Specific training programmes on social, cultural, environmental practices - Sharing of best-practice case studies, info and advice via comms channels (e.g., Coconut Connection) and advisory services (CIQA/Mana Tiaki assessors)
Quality Assurance		
Empower our industry to deliver a high-quality, safe, and sustainable tourism experience to our visitors.	Improve visitor satisfaction by providing tourism accreditation programmes that focus on improving quality and capability	- Refresh of CIQA programme/process - Development of 'steppingstone' programme for smaller/Pa Enua operators to move towards accreditation - Sourcing of external assessors/business advisors - Improve ability to manage CIQA Membership (CRM Implementation) - Refresh of MTC to be more holistic (4x pillars) - Ongoing monitoring (development of mystery shopper programme) - Promotion of programmes (CIQA, MTC)
	Encourage continuous improvements in business practises and visitor offerings by incentivising and supporting operators following best practice	- Develop preferential promotion package - Inclusion of CIQA/Mana Tiaki operators in global promo activities/trade-events
Industry Engagement		
Maintain a close and consistent relationship with our tourism industry	Ensure a consistent and collaborative approach is achieved by keeping the tourism industry informed & updated	- Communications Strategy - Ensure regular industry consultations are maintained providing updates on key activities conducted by Cook Islands Tourism - Ensure sound feedback is obtained from the Tourism Industry and fed to the respective CIT departments - Global Breakfast Update (GBU) - expand to cover DD - Industry surveys (business sentiment survey) - Partner with CITIC/Chamber of Commerce - Explore ways to facilitate more industry networking

	Build business confidence within the tourism sector by developing and maintaining positive relationships with operators	Establish a regular site-visitation/famil programme (Kia Orana Visits)
	Grow business confidence and wellbeing of industry members by celebrating our successes	- A1 Meitaki Awards - Cook Island Tourism Awards - Sharing of inspirational content/Case Studies - Identification of additional awards/recognition programmes
Budgeting & Reporting		
Ensure industry-facing focus areas, work programmes and projects are efficiently delivered in line with overall strategy, budgeting and audit requirements	Effective processing of project budgets in line with current strategic guides	- Invoices are processed in an accurate and timely manner. - Work programmes and projects are delivered at, or below budget - Budgets are managed in accordance with best-practice and achieve top marks when audited
	Accurate and relevant performance reporting is provided.	- Performance metrics and measurement mechanisms developed and agreed in accordance with SMART goal setting framework - Attends and contributes towards weekly WIP team meetings - Assists management with the preparation of monthly board reporting when required
Internal & External Communication		
Ensure the aspirations and efforts of the Industry Development team are showcased and celebrated appropriately.	Timely, professional, and effective external communication is embedded as a core component of work programmes	- A communications plan is included as an essential component of all major projects or activity - Media releases are developed and executed to a high standard for all major projects or activity - Media (radio, print & TV) are engaged as a key portal in raising awareness on the Corporation's activities - Content/key messages are shared via suitable communications channels (e.g. Coconut Connection)
	High quality content showcasing Visitor Experience aspirations/outputs is developed	- Design briefs are produced for all major pieces of content/where appropriate - Content is produced to a very high level of quality and professionalism



	Effective and efficient sharing of team activity throughout internal CIT departments and channels	- The Director of Destination Development is kept updated as major projects progress - The Destination Marketing team is engaged in a timely manner and given the opportunity to offer input/support - In-market teams are kept up to date with major projects and provided with suitable content to leverage
Research & Insights		
Develop and utilise effective methods for capture and analysis of tourism industry development insights and associated measures	Facilitate and oversee the provision of timely market research and insights	- Appropriate insight tools are designed and implemented. - Regular updates are provided to the DoDD and wider destination development team
	Seek opportunities for learning and insight sharing between regional and global tourism partners	- Look for opportunities to learn industry best practice - Work with DoDD to establish and foster mutually beneficial relationships with aligned partners - Establish regular opportunities to share relevant insights, ideas and solutions
Supplier/Contractor Management		
Manage the procurement and day-to-day supply of required assets, collateral, and contracted services to achieve agreed objectives within the tourism industry development space	External service providers are well managed	- A consistent approach to external resourcing is adopted in accordance with wider CIT policy - Contracts/TORs are put in place clarifying parameters of work and expected outcomes and timelines - Productivity and performance is monitored regularly
	Procurement is well managed	- A robust and consistent approach to procurement is adopted in accordance with wider CIT policy - Contracts/TORs are put in place for larger purchases/expenses

FUNCTIONAL RELATIONSHIPS:

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

External	Nature of Contact	Internal	Nature of Contact
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Tourism industry	- Regular CIT industry updates (eDM) - Bi-monthly industry gatherings - Regular emails, phone calls - Industry famils/training - Upskilling programmes - Development of MOU's	CEO	Supporting special projects
Other Government agencies	- Emails, phone calls, and report dissemination - Development of MOU's	Director of Destination Development (DoDD)	- Assisting with priority projects. - Emails, phone calls and daily discussions - Weekly WIP meetings - Monthly DD strategy meetings
Community/General Public	- Regular press releases - Monthly Tourism news articles - Email updates, presentations and speeches at public events	Industry Development Manager	- Ongoing collaboration towards team objectives - Emails, phone calls and daily discussions - Weekly WIP meetings - Weekly one-on-one meetings
Cook Islands Tourism Industry Council (CITIC)	- Regular updates on industry matters - Advice on administration of CIQA and Mana Tiaki accreditation programmes. - Industry events	Destination Development Internship Programme	- Day-to-day management of internship programme members - Emails, phone calls and daily discussions - Weekly WIP meetings
Media	- Regular press releases surrounding industry development projects or initiatives - Inviting media to attend events	Director of Finance & Administration and Staff	Ensure financial performance is justified and within budgetary controls

AUTHORITY:

Authority levels expressed in terms of routine expenditure, granting loans, and recruiting and dismissing staff.

Financial	Authorised to approve expenses up to \$2,500.00 of pre approved and budgeted expenditure.
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Staff	Manage the recruitment and selection process for Destination Development internship programme
Contractual	Authorised to approve recurring expenditure for pre-approved and budgeted expenditure.

WORK COMPLEXITY:

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to form positive working relationships, work collaboratively with and effectively manage a large group of stakeholders/industry members.
2	Ability to manage community expectations & relationships regarding Industry Development funding requirements especially regarding return-on-investment measurements set by the Director of Destination Development, CEO, and board.
3	Ability to plan ahead and prioritise areas of focus and associated work programmes to ensure consistency with destination development strategy and the direction appointed by the Director of Destination Development, CEO, and Board
4	Ability to effectively and efficiently manage multiple project-specific tasks and deadlines whilst simultaneously supporting the Industry Development Manager and Director of Destination Development to complete additional destination development activities.
5	Ability to balance the prioritisation of visitor safety, environmental protection and community wellbeing with the need to support industry partners

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.

Essential: (least qualification to be competent)	Desirable: (specific qualification for job)
Tertiary degree in a related field.	Postgraduate degree in a related field.

Knowledge / Experience

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

Essential: (least number of years to	Desirable: (target number of years you are
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be competent)	looking for)
Two years' experience involving the operational delivery of a tourism product	Experience in Industry Development, Destination Development, or a similar role in the tourism industry Experience providing business advisory services

Key Skills /Attribute / Behaviours

Key Leadership & Management Skills	The successful applicant will demonstrate: • Ability to effectively and efficiently manage multiple projects and work assignments across multiple locations, with excellent organizational skills and ability to prioritize and meet tight deadlines • The ability to build relationships with internal & external stakeholders and delivery partners • Ability to work autonomously and accomplish projects with little supervision • The ability to remain and act impartially despite potential social pressures
Key Technical Skills	The successful applicant will demonstrate key technical skills: • Reasonable level of tourism product/industry knowledge with an understanding of the structure and operations of the industry at all levels • Advanced knowledge in the use of office software; specifically word processors, spreadsheets, email clients and databases • Previous experience working with customer relationship management (CRM) software
Other Skills & Knowledge	The successful applicant will also need to demonstrate: • Excellent interpersonal skills both in person and by phone, with high professionalism • Excellent communication skills, including speaking, writing and proof-reading in both English and (preferably) Cook Islands Maori • PR & Communications with competency in writing • Design and content development skills