

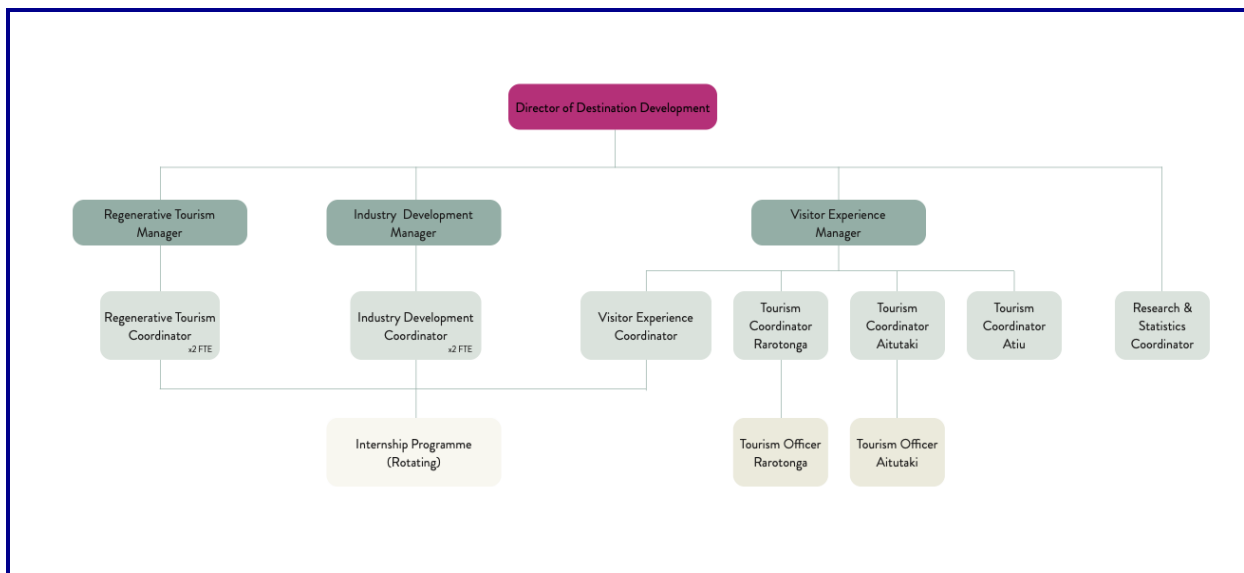
POSITION DESCRIPTION

Position Title:	Regenerative Tourism Coordinator
Division:	Destination Development
Responsible To:	Regenerative Tourism Manager
Responsible For:	Destination Development Internship Programme
Job Purpose:	The primary purpose of the Regenerative Tourism Coordinator role is to encourage regenerative tourism practices by ensuring both visitors and tourism industry members have the ability to positively influence the social, cultural, environmental and economic wellbeing of the Cook Islands people and place. Priority is given to the successful operationalisation of regenerative tourism 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:

Market Positioning

- Utilise our unique culture, heritage, and visitor experience to promote regenerative tourism principles and initiatives and increase the appeal of the Cook Islands as a visitor destination.

Economic Development

- Seek ways in which tourism can help increase the resilience of the wider Cook Islands economy

Partnership Development

- Ensure the Cook Islands work collaboratively towards becoming globally recognised as a leading regenerative tourism destination

Community & Culture

- Ensure the people and culture of the Cook Islands are engaged, empowered, and benefited by tourism.

Visitor Contribution

- Identify, facilitate, and promote further ways in which visitors can contribute positively to the Cook Islands

Industry Contribution

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

Environment + Place Management

- Help protect and improve our home for everyone to enjoy

CIT Corporate Social Responsibility

- Ensure CIT lead by example in operating in a responsible and regenerative manner

Budgeting & Reporting

- Ensure regenerative tourism 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 Regenerative Tourism team are showcased and celebrated appropriately.

Research & Insights

- Develop and utilise effective methods for capture and analysis of regenerative tourism insights and associated measures

Supplier/Contractor Management

- Manage the procurement and day-to-day supply of required assets, collateral, and contracted services to achieve agreed objectives within the regenerative tourism space

OUTPUTS:

The position of Regenerative Tourism Coordinator encompasses the following outcomes and key deliverables:

Objectives	Outcome	Key Deliverables
Market Positioning		



Utilise our unique culture, heritage, and visitor experience to promote regenerative tourism principles and initiatives and increase the appeal of the Cook Islands as a visitor destination.	Attract aligned visitor types by infusing regenerative travel education/information into marketing activity	• Use of data/insights to improve knowledge about visitor motivators and behavior • Assist Destination Marketing team in positioning regenerative travel as a unique selling point within wider promotional activity • Consistently communicate regenerative travel values to attract aligned visitors • Showcase Cook Islands Quality Assured and Mana Tiaki accredited operators • Creation and promotion of specific regenerative travel content
	Ensure what we are trying to achieve with regenerative tourism is succinctly defined and well communicated to potential visitors	• Develop a regenerative Destination development commitment statement • Create a communications/marketing strategy to build awareness • Develop public-facing brand/vehicle for visitor commitment • Apply for relevant sustainable tourism awards

Economic Development

Seek ways in which tourism can help increase the resilience of the wider Cook Islands economy	Maximise community benefits by encouraging a circular economy approach within the tourism industry	• Identify ways to encourage circular economy/local supply chains within the tourism industry • Work with partners and third-party travel trade to raise awareness of and support for community-based approach
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Partnership Development

Ensure the Cook Islands work collaboratively towards becoming globally recognised as a leading regenerative tourism destination	Further develop partnerships that will advance our regenerative tourism objectives	• Partner with/align to relevant DD initiatives • Build understanding, capacity and capability with other agencies, industry, community, and NGO's • Identify funding opportunities
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Community & Culture

Ensure the people and culture of the Cook Islands are engaged, empowered, and benefited by tourism.	Increase community sentiment towards tourism by enabling opportunities for locals and visiting friends & family to enjoy tourism experiences	• Develop shoulder-season locals discount programme/event
	Provide direct support to community initiatives using the Mana Tiaki programmes	• Promotion of programme • Review of objectives & criteria to strengthen the purpose of the programme • Strengthen reporting & monitoring of the programme

	Utilise community-based tourism (CBT) models for regenerative tourism development and to ensure that the visitor economy does not impose unfair costs on our communities.	- Identify opportunities for CBT initiatives (focus on Pa Enua) - Work with communities to understand their unique places and their values and tourism sentiment - Research suitable partners to develop this approach - Facilitate private sector - community partnerships
	Facilitate the ongoing inclusion and strengthening of Cook Islands culture to support community resilience and provide a unique and genuine visitor offering/experience	- Celebrate and support local community values - Manage the messaging of Kia Orana Values and Brand - Support local arts, culture, stories and heritage - Investigate how to partner with key players within the arts and cultural sector - Cultural/protocol training programmes for tourism guides/operators - Development of cultural content for industry use - Develop cultural component in the Mana Tiaki Certification (MTC) programme
	Improve community sentiment by engaging and informing the local community on the benefits that tourism provides them	- Engage with and listen to communities to understand what they need and expect from the tourism system (Kia Orana Ambassadors programme) - Develop communications strategy to promote tourism benefits to community - Kia Orana Values campaign continuation - Facilitate community open days/events to celebrate regenerative tourism - Consider how to approach/utilise the community sentiment surveys as a tool for developing CBT opportunities - Formalise process for community complaints
Visitor Contribution		
Identify, facilitate, and promote further ways in which visitors can contribute positively to the Cook Islands	Increase visitor awareness, appeal and participation in regenerative tourism initiatives in the Cook Islands	- Develop platforms/mechanisms that enable visitor give-back programmes and volunteering in local communities - Improve signage + interpretive info boards for areas of importance - Promotion of community programmes - Promotion of the Mana Tiaki Certified businesses to the visitor - Promotion of Kia Orana Values content - Creation of promotional toolkit to help initiatives promote themselves - Develop a brand vehicle/execution for visitor commitment



	Help develop regenerative initiatives that can be experienced or supported by visitors	- Identify partners to help ID and develop potential regenerative experiences - Investigate feasibility of standardised carbon offset programme
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 Development team to help industry to reduce footprint of waste, water and energy use - Work with Industry Development team to develop and refresh Mana Tiaki Certification Programme to incorporate the 4 pillars of wellbeing - Work with the Industry Development team to 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 experiences - Develop communications strategy to encourage agencies, communities and tourism businesses to champion regenerative tourism practices
Environment + Place Management		
Help protect and improve our home for everyone to enjoy	Ensure sustainable approach to tourism growth by developing methods to ascertain carrying capacity.	Develop methods to ascertain carrying capacity (per island and overall)
	Protect our home by monitoring and managing visitor impact on areas of natural, cultural, and social significance	- Develop methods of monitoring visitor numbers - Use community and industry workshops to determine limits of acceptable change - Research & identify relevant partners and means of funding/support
	Contribute towards the preservation and conservation efforts of our natural environment	- Investigate opportunities to facilitate/incentivise preservation and conservation efforts - Seek out and develop partnerships with environmental groups and initiatives
CIT Corporate Social Responsibility		
Ensure CIT lead by example in operating in a responsible and regenerative manner	Ensure CIT leads by example regarding sustainable business practices and corporate social responsibility	- Instigate and lead an annual audit of internal operations with regards to sustainable business practices - Develop a wider corporate social responsibility (CSR) strategy - Seek opportunities for continuous improvement in this area
	Facilitate the ability for CIT staff to actively contribute to	Develop programme for CIT staff to become individually involved in specific regenerative tourism programmes or



	regenerative tourism initiatives	initiatives Develop regularly scheduled events or activities that allow CIT staff to contribute to regenerative initiatives as a group
Budgeting & Reporting		
Ensure regenerative tourism 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 Regenerative Tourism 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 regenerative tourism 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 regenerative tourism 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
Tourism industry	• Regular CIT industry updates (eDM) • Bi-monthly in-person industry gatherings • Regular emails, phone calls • Industry famils/training • Regenerative Tourism upskilling programmes	CEO	• Supporting special projects



Funding & delivery partners	• Research and outreach/pitches to potential funders • Report submission and feedback • Regular phone calls and emails • Monthly/quarterly review meetings • Annual donor round table talks	Director of Destination Development (DoDD)	• Assisting with priority projects. • Emails, phone calls and daily discussions • Weekly WIP meetings • Monthly DD strategy meetings
Other Government agencies	• Regular attendance at Government Project Steering Committees • Emails, phone calls, and report dissemination • Development of MOU's	Regenerative Tourism Manager	• Ongoing collaboration towards team objectives • Emails, phone calls and daily discussions • Weekly WIP meetings • Weekly one-on-one meetings
Community/General Public	• Promotion of regenerative tourism initiatives and successes • Regular press releases • Regular tourism news articles • Email updates, presentations/workshops	Destination Development Internship Programme	• Day-to-day management of internship programme members • Emails, phone calls and daily discussions • Weekly WIP meetings
Visitors	• Promotion/showcasing of regenerative tourism experiences and opportunities	Director of Finance & Administration and Staff	• Ensure financial performance is justified and within budgetary controls
Media	• Regular press releases, inviting media to attend events	Director of Sales & Marketing, Overseas Offices, Market Reps and Marketing Staff	• Ongoing creation and dissemination of destination development and regenerative tourism related content

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.
Staff	Manage the recruitment and selection process for Destination Development internship programme

Contractual	Authorised to approve recurring expenditure for pre-approved and budgeted expenditure.
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WORK COMPLEXITY:

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to understand and naturally infuse regenerative tourism principles and best-practice throughout a wide range of CIT work streams (destination development, destination marketing, industry support, visitor experience, corporate social responsibility)
2	Ability to form positive working relationships and work collaboratively with a wide range of people and groups both inside and outside of Cook Islands Tourism.
3	Ability to manage community group expectations & relationships regarding destination development and regenerative tourism funding requirements especially regarding return-on-investment measurements set by the Director of Destination Development, CEO, and board.
4	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
5	Ability to effectively and efficiently manage multiple project-specific tasks and deadlines whilst simultaneously supporting the Regenerative Tourism Manager and Director of Destination Development to complete additional destination development activities.

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 be competent)	Desirable: (target number of years you are looking for)



Two years' experience in tourism and/or environmental sustainability or social development practices.	Experience in destination development and/or sustainable tourism Experience in customer experience development
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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: • 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 • Reasonable level of tourism product/industry knowledge
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