



Job Description: Chief Executive Officer, Destination Queenstown

Position Summary:	The CEO will effectively lead and manage Destination Queenstown's team and operations, work closely with DQ members, leverage international tourism industry relationships, and be responsible for the reputation of both the destination and the organisation.
Position reports to:	DQ Board of Directors Strategic Review Board
Direct reports:	Consumer Marketing - General Manager Consumer Marketing Communications - Communications Manager and Media Advisor Trade – Trade Manager Conference & Incentive - Queenstown Convention Bureau Manager Administration – Office Manager, Accounts Manager Winter Festival – Winter Festival Director
Industry relationships:	DQ members Chief Executive and senior staff of Tourism New Zealand Southern Lakes International Marketing Alliance RTONZ Tourism Industry Association New Zealand Senior staff at key Government departments - Ministry of Tourism, Economic Development, Ceremonies Office etc. Airlines and airports Travel agents Media Queenstown Lakes District Council

Background

Destination Queenstown (DQ) is the Regional Tourism Organisation (RTO) responsible for the marketing of Queenstown as the Southern Hemisphere's premier four season lake and alpine resort.

The organisation acts as the neutral tourism contact point for the resort and is a membership-based Incorporated Society governed by a sector-represented Board of Directors. It provides industry leadership and a co-ordinated focus for co-operative tourism-related activities.

DQ works in partnership with its 850 member business and local/national bodies to market the destination domestically and internationally and drive visitation to the region.

Further information can be obtained from www.queenstownNZ.co.nz.

Key accountabilities	Performance indicators
<p>Strategy development, planning and reporting</p> <ul style="list-style-type: none"> • Lead the strategic direction, business and financial management of Destination Queenstown • Ensure the Board of Directors is kept fully informed, through the Chairman (or nominee in absence) of progress towards strategic objectives • Ensure regular informal contact is maintained with the Board and, in particular, the Chairman of the Board 	<ul style="list-style-type: none"> • Clearly articulated and documented vision and strategic plans for DQ executed within agreed timeframes, budgets and policy • Direct reports achieve agreed plans and are provided with regular feedback on performance • Submit monthly reports, financial statements on income and expenditure and consolidated budgets for consideration by the Board of Directors • Organise monthly Board meetings and Strategic Review Board meetings as necessary • Positive feedback from DQ Board, Strategic Review Board, members and stakeholders about work completed
<p>Team management and leadership</p> <ul style="list-style-type: none"> • Build and maintain a high performing empowered team through effective management, communication and mentoring of staff and contractors • Provide clear leadership and promote and foster a team culture consistent with the organisation's values • Ensure the recruitment of appropriately skilled staff to positions, and establish appropriate remuneration levels and performance-based conditions for staff within the framework agreed to by the Board 	<ul style="list-style-type: none"> • Deliver clear and accurate internal communications • Proactively seek opportunities to develop staff skills through mentoring, coaching, training, secondments and special projects • Conduct annual performance planning and feedback interviews • Positive feedback from staff about management • Positive feedback from Board Chairperson or representative, and DQ members
<p>Relationship management</p> <ul style="list-style-type: none"> • Build and maintain strong relationships with DQ members and ensure they are fully informed of progress towards strategic objectives • Build and maintain strong relationships with all local and industry stakeholders • Provide proactive leadership in assisting with the strategic direction of both local and New Zealand tourism • Represent DQ in the media on all issues and ensure a positive media profile is maintained for the destination and the organisation 	<ul style="list-style-type: none"> • Lead DQ's member and wider community communications (newsletters, member briefings, media updates) • Attend/participate in industry briefings as appropriate • Respond to media enquiries within deadline wherever possible and continue to foster a positive profile for the organisation and destination

Key accountabilities	Performance indicators
<p>Relationship management (contd)</p> <ul style="list-style-type: none"> • Ensure DQ is recognised as providing industry leadership and a co-ordinated focus for co-operation tourism related activity • Provide advice and industry information to operators, prospective operators, consultants, academic institutions, local government representatives and the media • Represent the industry at relevant business functions including where required, undertaking public speaking engagements 	
<p>Operational management</p> <ul style="list-style-type: none"> • Ensure the organisation's administrative structure is effective in supporting organisational goals • Ensure approved financial targets are achieved • Produce and publish an audited Annual Management and Financial Report • Ensure accounting and management information systems are in place which provide accurate and timely information to the management team necessary for the effective management, development and control of DQ • Strengthen the organisation's financial base and income stream • Take all practicable steps to ensure a safe and healthy workplace by promoting, implementing and abiding by all applicable Health and Safety legislation, regulations, Approved Codes of Practice, policies and procedures • Undertake in a timely and accurate manner in accordance with organisational policies and procedures any other duties as directed by the Board from time to time 	<ul style="list-style-type: none"> • All obligations met as per the terms of the H&S in Employment Act 1992 • Positive feedback from Board Chairperson or representative • Endorsement of Business Plan from Strategic Review Board members and Queenstown Lakes District Council • Endorsement of Annual Report from DQ membership and auditors
<p>Winter Festival</p> <ul style="list-style-type: none"> • Oversee the strategic direction and the business and financial management of the annual Queenstown Winter Festival in conjunction with a DQ Board sub-committee 	<ul style="list-style-type: none"> • Organise relevant Winter Festival meetings • Ensure Winter Festival achieves exposure and financial targets



Key competencies

1. Leadership

- Demonstrate in-depth understanding, passion and enthusiasm for the organisation's vision
- Lead others to achieve organisational goals and high levels of performance
- Lead the team by example and demonstrate a professional, empowering and flexible leadership style that encourages respect and credibility
- Demonstrate stable, reliable performance under pressure
- Strong commitment to improving processes and systems to enhance quality of delivery
- Ensure DQ is a driven organisation

2. Relationship management

- Ability to form and maintain positive, strong working relationships with DQ members and key stakeholders to facilitate the accomplishment of organisational goals
- Build and maintain effective working relationships with senior executives of key industry organisations
- Ability to align organisational strategies with stakeholder groups
- Excellent relationship building, networking, negotiation, and conflict resolution skills
- Political awareness and diplomacy skills

3. Strategy development

- Ability to develop, implement and evaluate strategies including managing workloads and resources
- Ability to adapt strategies quickly and effectively to changing environments
- Excellent analytical skills

4. Communication skills

- An excellent communicator, facilitator and presenter - relate well to a wide variety of people from different cultural and linguistic backgrounds
- Ability to produce high quality written material

5. Interpersonal style

- Personal commitment to organisational excellence - displays honesty, integrity and a strong sense of ethics in all decisions and actions
- Maintain a positive presence which commands respect from staff, members and stakeholders

Skills, qualifications and attributes required

Education

- A tertiary qualification in Business, Marketing or Tourism Management is essential
- A suitable post-graduate qualification in management is preferred

Experience

- Senior executive management experience in the tourism sector
- Proven international marketing expertise
- Proven destination reputation management experience
- Capable media spokesperson, public speaker and facilitator
- Problem solving and negotiation skills
- Financial management skills