POSITION DESCRIPTION

Position Title:	**Trade Marketing Executive**
Department:	**Destination Queenstown**
Reports to:	**International Markets Manager**
Direct Reports:	**Nil**

Section One – Position Summary

To assist in the marketing and positioning of Queenstown as the Southern Hemisphere's premiere four season lake and alpine resort though global travel trade channels. To support travel sellers and key trade partners to foster growth opportunities for Destination Queenstown's members.

This role supports the International Markets Manager. It requires the development, execution and hosting of travel trade familiarisations, providing advice and education for the travel trade. Administrative and marketing assistance, presentations, some travel and reasonable requirements for work outside of office hours are also part of this role.

Assisting the Destination Queenstown team across a wide range of marketing is required at times.

Section Two – Key Accountabilities

Key Accountabilities	*KPIs*
Trade Marketing **Relationship building** • Positive and professional representation of Destination Queenstown within the Queenstown, domestic and international tourism industry. • Build, maintain and grow relationships with key industry stakeholders. • Be a neutral/impartial supporter of all Destination Queenstown members, seeking and being aware of opportunity for members' growth and development at all times. • Maintain a comprehensive understanding of members' experiences and product offerings. **Trade marketing** • Build, manage and host familiarisation visits and site inspections for travel trade • Compile and distribute Trade Remarks newsletter on a quarterly basis • Engage in social media via the @TradeQueenstown twitter account, and in the trade section of the DQ website with news updates via the trade blog. • Assist with trade show development and execution (i.e. Australian Roadshow, TRENZ, Kiwi Links) as required. • Respond to trade enquiries promptly with relevant information. • Perform travel trade training sales calls and attend trade events where required. **Trade administration** • Attendance at stakeholder functions as required • Provision of timely support to International Markets Manager. • Identify local product development opportunities • Maintain up to date trade contacts on the Destination Queenstown database. • Monthly reporting of activity	*Visual, approachable, contactable and engaged member of the DQ team.* *Beneficial to members and travel trade / key stakeholders/ partners.* *Maintain integrity, ensure impartiality, conscious of politics of actions.* *Positive and timely engagement with stakeholders / partners / travel trade / members in famil building. Successful management from concept to delivery/hosting.* *Timely, accurate communication of information via social media and EDMs.* *Support, assist, engage in preparation for trade events.* *Conscious of internal and external opportunities for improvement.*
Administration Support • Provide relief on a roster basis for Office Administrator including covering lunch breaks, and occasionally answering phones and counter enquiries. • Flexibility to assist with other DQ members as required.	*The office runs smoothly and efficiently.* *Database is relevant and up to date.*

Manages Health and Safety by: • Ensuring compliance to all legal/statutory and company requirements for Health & Safety.	*Staff/management feedback, H&S meetings, H&S audits, Evacuation drills.*
Maintains professionalism • Keeping informed of up to date industry knowledge. • Maintain a level of professionalism at all times.	*Sound industry knowledge.*
Proactive approach to work and additional responsibilities by: • Other duties, consistent with the role, as required from time to time by Manager.	*All duties required to be performed in the best interest of the company, delivered in a competent and efficient manner.*

Section Three – Working Relationships

External	Internal	Committees / Groups
• Travel trade • Key industry stakeholders • Tourism operators • Media • Contractors & suppliers • Professional contacts • Members of the public and other stakeholder groups	• DQ Staff	• DQ Board

PERSON SPECIFICATION

Section Four – Skills, Qualifications and Attributes required:

Education

Essential
Relevant degree and/or suitable equivalent tourism experience.
Drivers license

Experience and sound knowledge of tourism and marketing disciplines.
Understanding of the tourism industry and the role of destination marketing.

Skills and Experience

- Suitable industry experience in the relevant markets.
- Relevant tourism experience or demonstrated understanding of and passion for a career in tourism.
- Relevant tourism trade and marketing experience.
- Achieves results, accomplishes goals and accepts accountability for results.
- Computer literacy and numeric accuracy.
- Creative problem solving.
- Excellent planning and time management disciplines.
- Excellent communication skills (written & verbal), with public speaking ability

Person Attributes

- Ability to work as part of a small team and independently
- High level of integrity
- Ability to carry out the role expectations and have fun at the same time.
- Energetic, enthusiastic and passionate about the Queenstown brand.
- Flexibility to travel occasionally if required.
- Demonstrates willingness to accept and implement change.
- Commitment and passion for Queenstown as a visitor destination

Supporting Organisational Values

- Interacts effectively with peers and retains an open mind on issues.
- Energetic, enthusiastic and brand passionate.
- A professional presentation is expected at all times.