

JOB DESCRIPTION – Project Lead / Manager

Position	Destination Coromandel – Project Lead / Manager
Responsible For	Leading allocated marketing projects to deliver on Destination Coromandel’s mission and meet our industry measures. This includes taking into account key challenges such as product development, seasonality, quality-yield and sustainability
Reports To	General Manager
Location	Thames (flexi-option within Thames Coromandel/Hauraki Districts to be discussed)
Hours	12 month fixed term contract, 40 hours per week
Working Relationships	Internal: * Destination Coromandel team External: * Tourism service operators * Stakeholders and Industry Partners * Councils * Iwi and community

<i>Responsibility</i>	<i>Performance Objective</i>	<i>Performance Measures (KPI)</i>
1. Destination Management Plan (DMP)	Manage delivery of the DMP Drive stakeholder engagement into DMP Begin implementation of DMP during contract.	DMP delivered on time, within budget. Engagement from industry, iwi, communities, councils, DOC and other stakeholders received. Selected DMP findings are implemented.
2. Ambassador Programme	Manage the delivery of the Ambassador Programme Significance of biodiversity and cultural history is shared to inspire travel and kaitiakitanga	Credible and authentic information is sourced and shared Significant engagement from target audiences

<i>Responsibility</i>	<i>Performance Objective</i>	<i>Performance Measures (KPI)</i>
3. Sustainability Programme	<p>Aid in the development of a Sustainable Programme for visitor related businesses.</p> <p>Implement Sustainable Business programme, supporting engaged tourism businesses.</p>	<p>Sustainable programme established with future proof model delivering on specific outcomes identified</p> <p>Minimum of 50 businesses signed up</p> <p>(The great kiwi auction - trademe)</p>
4. Health and Safety	Ensure DC health and safety policies are followed when hosting trade & media	No health & safety serious harm accidents occur
5. Other Duties	<ul style="list-style-type: none"> • Recognise and adhere to the Destination Coromandel mission statement • Ensure Destination Coromandel brand values are adhered to at all times. • Ensure quality of all work is presented clearly, correctly and accurately. • Ensure work areas are tidy, clean and well organised. • Any other tasks that we may reasonably ask you to complete. • You acknowledge that your role may develop to include other tasks in addition to those listed above. 	

Signed as Agreed: _____

Date: _____