

JOB DESCRIPTION

Business Development Manager

Overall Responsibility:

The Business Development Manager will drive business improvements and financial returns across the various tourism attractions. There is a structural need to have a capable second in command who can step-up when the GM is absent on business, as well as carry some of the business load as delegated by the GM. The Business Development Manager will ensure H&S across all attractions is given high priority ensuring staff are always engaged and driven to maintain visitor and staff safety.

Reports to: General Manager

Direct Reports:

- Team Leader i-Site / Info centres
- Team Leader Whitestone City
- Team Leader OPBC
- Partnership Specialist

	Key Result Areas		Performance Indicators
1	Drive business improvements and financial returns from the Oamaru Blue Penguin Colony, Whitestone City, i-Site & info Centres, Alps 2 Ocean Cycle Trail, and the Waitaki Whitestone Geopark.	1.1	Review, analyse and provide recommendation on a range of strategic issues including marketing, event and product development.
		1.2	Maximise all sales opportunities, proactively create new opportunities and achieve sales targets.
		1.3	Provide market, industry and competitive analysis and stay informed of competitive products in the marketplace.
		1.4	Monitors workforce performance, rosters, work plans based on the overall project plan for the business units.
2	Contribute to setting the organisations strategies, implementing and monitoring KPI's.	2.1	Develop, implement and manage a Stakeholder communications plan which helps establish, develop and maintain strong relationships with the designated network and with key visitor economy and investment

			partners.
		2.2	Proactively keep up-to-date with issues and opportunities that may impact the visitor economy.
		2.3	Identify, review and examine common issues and opportunities amongst the brands.
		2.4	Assist with the development of destination marketing strategies and marketing opportunities in conjunction with the Marketing and Media Manager.
3	Develop strategies and plans to create new tourism attractions.	3.1	Work closely with the General Manager and Marketing Manager to develop, promote and create new products and experiences to increase revenue.
		3.2	Work with the Business Support Manager to create budgets, analysis and business cases for any new developments.
4	Lead the day to day activities of Whitestone City, OPBC and i-Sites.	4.1	Meet regularly with business teams and operational staff.
		4.2	Provide reports on each business unit on their achievements, issues, project updates and variances to budgets to the GM and for the monthly Board report.
		4.3	Work with the Business Support Manager to ensure IT/booking systems are effective and up-to-date.
		4.4	Prepare the annual Qualmark information for the OBPC, WC and i-Site business units.
5	Contribute to events.	5.1	Ensures that TWL provide high level support to key regional events.
		5.2	Explore possibilities for Business Units to hold or host events with the focus being on raising profile and introducing additional revenue streams into each unit.
6	Safety Leadership.	6.1	Holds others accountable for safety by setting clear expectations for compliance with relevant policies and ensuring accurate and compliant implementation.

		6.2	Ensure H&S across all attractions is given high priority ensuring staff are always engaged and driven to maintain visitor safety.
		6.3	Inspires commitment to safety and encourages open communication.
		6.4	Evaluates risk.
7	Other.	7.1	Undertaking any other tasks as may be reasonably instructed from time to time.
		7.2	Bring ideas of improving environmental sustainability to every function within the business and willingly embrace environmental best practice to the role and that of colleagues.

Person Specification:

Knowledge, Skills

- Have 5 years' experience in tourism senior management with accompanying tertiary qualifications.
- Have a good understanding of the tourism markets, destination planning, trends and insights.
- Excellent presentation and facilitation skills and experience in addressing conferences, workshops, committees and industry groups.
- Demonstrated proactive approach to establishing and maintaining positive relationships with internal and external stakeholders.
- Demonstrated administrative and budget management expertise.
- Negotiation and persuasion skills to develop win/win outcomes.
- Planning, organisational and analytical skills for business planning, strategy development and preparing business cases of a commercial calibre.
- Experience of financial planning and controlling budgets and resources.

Behavioural Competencies

High Performing Team

- Committed
- Accountable
- Collaborative
- Adaptable
- Acts with Integrity

Achievement Focus

- Commits to action – takes immediate action when confronted with a problem or when made aware of a situation.
- Delivers - takes action that goes beyond job requirements in order to achieve results.
- Sense of urgency – has energy and a sense of urgency toward pursuing an opportunity, addressing an issue or preventing a problem.
- Time management – effectively prioritises tasks and manages time.

Service Excellence

- Proactive, not reactive – implements or proposes new ideas / potential solutions without prompting; does not wait for others to take action or to request action.
- Solution focused
- Adds value.
- Customer orientated.

Drive Business Growth

- Innovative.
- Continuous improvement focus – identifies gaps between current reality and expected business results and works tenaciously to meet or exceed business goals.

- Leads and participates in change – actively seeks to identify and communicate the benefits of changes; collaborates with others to implement changes
- Future focused – identifies trends and their impact and seeks/or identifies new business opportunities.

Personal Growth Orientation

- Self-motivated.
- Willing to learn and grow.
- Welcomes feedback – seeks and readily accepts feedback on own performance and is non-defensive.
- Resilience.