

International Markets Manager

Reports to: Head of Destination

Direct Reports: 0

Team: Visitor Economy

Date: April 2026

Role Purpose

Stimulate sustainable economic growth for a more prosperous Ōtautahi Christchurch.

The International Markets Manager is responsible for strategically shaping international demand for Christchurch through high-value trade, platform and distribution partnerships, in a rapidly evolving global travel landscape.

The key purpose of this position is to drive visitation to Ōtautahi Christchurch from key international markets. This visitation is driven through strategic and tactical travel trade partnerships and targeted in market activity, spanning traditional and emerging channels that create interest, influence choice and support conversion from offshore markets.

The role builds and maintains collaborative relationships with the travel trade, while identifying and harnessing opportunities that strengthen exposure, awareness and competitiveness for Christchurch and Canterbury internationally.

ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

Who is ChristchurchNZ

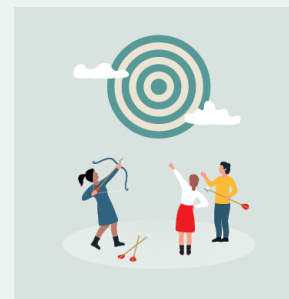
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

What does the team do

Visitor Economy employees help Ōtautahi Christchurch grow as a vibrant destination, bringing people and life to the city and attracting visitors to boost the economy. We create a portfolio of engaging major events throughout the year, showcasing the city as a playful and balanced place to live, visit, and invest. We bid for business events aligned with our city's business sector strengths to help drive Christchurch's prosperity and knowledge base. We also promote the city and its surroundings to potential visitors while balancing that with our communities seeing the benefits. Join us to help make Ōtautahi Christchurch a better place.



We are Open



We are Purposeful



We are Together

| What you will do

International Markets Strategy

- Develop and implement a trade strategy with measurable deliverables that are recorded and reported regularly, supported by an annual trade marketing programme aligned with destination management priorities.
- Ensure the trade strategy reflects changing international travel behaviours, including the evolving role of online platforms and channels in influencing travel consideration and conversion.

Stakeholder and Industry Engagement

- Engage with industry to understand needs and act as a facilitator for trade agreements, as appropriate while motivating key strategic partners to become advocates for Christchurch, utilising and leveraging their resources and assets to increase visitor demand for the city.
- Ensure regular engagement and communications with business partners, travel trade, regional tourism organisations, and major stakeholders, recording this in CRM,
- Oversee trade famil programme ensuring the city (and region, as appropriate) are being shown in the best light.
- Participate in media famil activity as appropriate
- Identify potential famil guests (media and trade) and host, as required and appropriate.

Communications Management

- Alongside the marketing, brand, and communications team, ensure our digital platform and presence is relevant for trade content consumption. Refine and measure according to analytics around engagement.
- Implement effective communications via eDM, Facebook, and channels determined to be most effective.
- Implement effective communications to provide regular, relevant, and engaging updates and two-way exchanges with trade.

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.

| What you will have

- Successful track record in customer service/sales (minimum of 5 years)
- B2B and B2C sales and marketing experience
- An understanding of the global tourism distribution channels advantageous
- Experience in writing formal proposals
- Public speaking experience, helpful not mandatory
- Possess strong relationship management skills
- Event management experience, helpful but not mandatory
- Knowledge and awareness of the Canterbury region
- A great host – from time to time you will be required to host clients
- Extensive industry experience and heightened ability to develop and nurture meaningful and measurable relationships with the travel trade which drive business to Ōtautahi
- Strong experience in negotiation, influencing and communications skills (both internally and externally)
- Ability to deal with changing work requirements
- Proficient use of office technology (i.e. MS Office products)
- Strong written and verbal communication skills
- Sound administrative and analysis skills

| Ways of Working

PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

| Working relationships

INTERNAL

- Primarily within immediate team
- Collaboration with most of the organisation
- Influencing across most of the organisation

EXTERNAL

- Transactional interaction with external stakeholders
- Influencing and/or negotiating with external stakeholders
- Final negotiations with external stakeholders

| Financial Delegations

BUDGET MANAGEMENT

- N/A
- Yes

BUDGET OWNERSHIP

- N/A
- Yes

BUDGET LIMIT INDICATION

- Nil
- Up to \$50,000
- Up to \$100,000
- Over \$100,000

Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy