

Visitor Markets Administrator

Reports to: Visitor Markets Manager

Direct Reports: Nil

Team: Destination and Attraction

Date: July 2025

Role Purpose

This role supports the Visitor Markets Manager in growing visitation to Christchurch and Canterbury through the travel trade. It is an excellent platform for someone interested in a career in tourism and/or marketing to learn and grow.

Key Responsibilities:

Respond to trade and general enquiries about Christchurch, Canterbury, and local tourism experiences.

Compile and reply to leads from sales activities conducted by the Visitor Markets Manager.

Develop itineraries and maintain the Customer Relationship Management (CRM) system.

Coordinate and host familiarisation trips.

Represent Christchurch at industry events.

Liaise with suppliers, handle reporting, and manage administrative tasks.

Occasionally travel domestically and attend or host events outside regular hours.

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

Destination and Attraction 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

Trade Show and Event Support:

- Support the Visitor Markets Manager with administration duties relating to trade show development and execution as required along with post show follow ups to agents for example TRENZ, Kiwi Link, Kia Ora South and Tourism New Zealand events)
- Support the Visitor Markets Manager with the planning and organizing inbound and member events.

Marketing and Communication Coordination:

- Development of trade marketing assets and resources including the Trade Portal of ChristchurchNZ.com, off-shore destination presentations, collateral, VIP gifts, uniform coordination.
- Work with the Visitor Markets Manager to create and collate a toolkit of educational assets/ resources for members and travel trade stakeholders.
- Alongside the Visitor Markets Manager, compile a quarterly Trade specific newsletter.
- Reply to general enquiries requesting destination information.

Administrative and CRM Management:

- Update, maintain and fully utilise CRM, to ensure all account information is up to date and relevant.
- Other administrative duties as required.

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

- A can-do attitude
- A desire to learn
- Ability to multi-task and work under pressure
- A passion for our city
- Knowledge of Microsoft suites
- CRM experience an advantage but not a must.
- Academic qualifications are preferable however attitude, efficiency and a keenness to learn, grow and be part of an awesome team is more important
- Experience in a junior marketing/sales or administration role helpful

| 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