

GM – Visitor Economy

Reports to: Chief Executive

Direct Reports: 2

Team: Visitor Economy

Date: August 2025

Role Purpose

The General Manager – Visitor Economy (GM VE) leads a dynamic team to shape and execute the vision for Ōtautahi Christchurch as a premium destination for leisure, business events and major events.

Specifically, the GM VE:

- provides strategic leadership and direction to the VE team
- empowers the VE team to implement interventions that support economic objectives outlined with the organisation's strategy
- partners with and influences external stakeholders across the public and private sector to support urban development activities
- provides leadership and strategic direction to the wider organisation as a member of the Senior Leadership Team (SLT)

Ultimately, the purpose of this role is to position Christchurch as a vibrant destination that creates memorable experiences, attracts investment, shifts perceptions and aligns with the city's long-term growth objectives.

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.

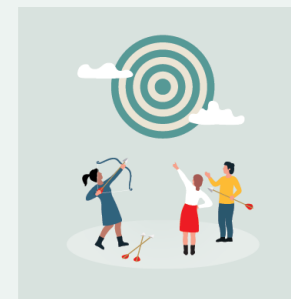
What does the team do

Visitor Economy (VE) employees:

- **Attract** - work in partnership to attract and develop major events that deliver on the Major Events strategy
- **Leverage** - attract business events aligned with our Economic Ambition, support target industry sectors, reduce seasonal fluctuations and increase city centre vibrancy year-round
- **Promote & Activate** - work with tourism trade partners to promote and activate Ōtautahi Christchurch as a visitor destination in line with our two regional Destination Management plans



We are Open



We are Purposeful



We are Together

| What you will do

Strategic development and delivery:

- Be a brave and active member of the senior leadership team (SLT) delivering objective leadership and strategic direction for the success of ChristchurchNZ.
- Drive and deliver the ChristchurchNZ strategic goal to unlock the full potential of new and renewed city infrastructure and assets through major events, business events and the visitor economy.
- Lead the creation, delivery and performance of our two Destination Management Plans, the Christchurch Major Events Strategy and the Christchurch Business Events Strategy.
- Position ChristchurchNZ as a national and global thought leader in Destination Management.

Build and grow a strong team:

- Act as a motivator and mentor for the VE team, encouraging personal growth, professional development, and a cohesive understanding of individual roles within the context of the overarching strategic plan.
- Recognise and reward excellent performance among team members, while addressing underperformance constructively.
- Foster a collaborative and engaged VE team culture consistent with our values.

Enable operational excellence:

- Ensure all team members are aware of and effectively use appropriate business planning tools.
- Manage the VE budget efficiently in cooperation with programme leads.
- Implement effective risk management strategies to identify, assess, and mitigate potential threats to the achievement of organisational goals and project success.
- Ensure delivery of relevant LoS and KPIs.
- Ensure clear communication and effective cross-pillar partnerships between VE and the rest of ChristchurchNZ.

Build partnerships:

- Establish and nurture strong partnerships with stakeholders and the community to enhance communication, influence perceptions, and support mutual interests in promoting Christchurch as a vibrant destination.
- Ensure the long-term sustainability of the organisation by driving strategically aligned commercial outcomes through positive partnerships with key funders and future investors (including local and central government, and the private and non-profit sectors).

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

Essential Skills:

- **Strategic Leadership:** proficiency in developing and executing business strategy that aligns with organisational goals.
- **Commercial Acumen:** substantial business development experience in the private sector, with a proven ability to evaluate risks and returns and identify opportunities for revenue generation.
- **People Leadership:** proven ability to cultivate strong team culture and mentor, coach and develop people.
- **Managing Complexity:** ability to lead teams through dynamic external environments and adversity.
- **Analytical Skills:** ability to interpret market data and intelligence to inform strategy adjustments.
- **Credibility:** ability to influence proactively at the C level, across both public and private sector.
- **Communication Skills:** the ability to convey information in an engaging and inspiring manner.
- **Fiscal Discipline:** aptitude for financial planning and budget oversight to drive strategic organisational initiatives.
- **Collaborative Work Ethic:** demonstrated ability to work effectively with cross-functional teams and external partners.

Qualifications:

Education:

- A Bachelor's degree in Business, Tourism, Marketing or a related field. A Master's degree or MBA can be advantageous.

Professional Experience:

- Senior commercial leadership experience in both the public and private sector (7 years plus).

Industry Knowledge:

In-depth understanding of the local, national and international tourism and events economy.

A passion for Christchurch's success and connection with the community are also essential qualities for this role.

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

PEOPLE LEADER RESPONSIBILITIES

- Lead with empathy and integrity and role model our organisational values
- Create and maintain an environment of psychological safety for your team, encouraging diversity of thought and innovation
- Champion a commitment to health, safety, and wellbeing across the organisation
- Develop your team to be at their best, using our talent management tools and principles
- Be accountable for your own growth and development as a leader so that you can coach others
- Provide strategic direction and support for your team, with the ability to navigate and lead through change
- Champion diversity and inclusion initiatives and the importance of mana whenua and Māoritanga across the organisation

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