

Palmerston North City Council Job Profile



Position Title	i-SITE Manager
Reporting to	Head of Brand and Marketing
Unit	Marketing & Communications
Date last updated	22 July 2019

Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation form the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

The Marketing and Communications Unit of the Palmerston North City Council creates, manages and delivers all marketing, communications and events requirements for the Palmerston North City Council. The unit services the needs of many and varied stakeholders both internal and external to the council itself.

Main Purpose

Provide efficient and effective operations management of the Palmerston North City i-SITE by managing the customer service staff and accounts management, processes and procedures to meet PNCC management processes and procedures.

Key Areas of Responsibility

Operations Manager Responsibilities

- Lead the overall operations and team at the i-Site so it becomes a best-in-class destination for information and nationwide travel arrangements by ensuring it is run to a high standard and the staff are welcoming and knowledgeable ambassadors for the city.
- Generate sales revenue through ensuring outstanding customer service by consultants with visitors to the centre, ensuring upselling through travel, accommodation, activity, merchandising, and event bookings, whilst ensuring correct legislative and organisational procedures are adhered to.
- Manage the i-SITE customer service staff on site to ensure the customer service team promptly and accurately answer all enquiries for information, replenish stocks and make the I-SITE an attractive and welcoming place to visit.
- Manage the operational relationships with suppliers to the I-SITE, developing and maintaining positive ongoing relationships with local businesses, organisations, visitation operators and Council to maximise commission revenues.
- Implement the sales and marketing plan within the I-SITE operations as directed by the Head of Brand and Marketing with the support of PNCC Marketing and Communications staff.
- Work with the Head of Brand and Marketing, i-Site Customer Service staff and other PNCC staff to make the operations at the I-SITE as profitable as possible.
- Manage any visitation surveys and market research on site undertaken by Customer service staff.

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- Process and manage the i-SITE accounts payable and receivable including reconciliations according to PNCC accounts processes ensuring they are accurate and up to date.
- Ensure the retail product selection and sales and returns are financially positive for the i-Site and that mix meets customer needs.
- Foster and develop positive stakeholder relationships and be a positive role model for PNCC and representative of the i-Site and the city.
- Make training recommendations to Head of Brand and Marketing to maintain up to date knowledge on the visitation industry, city and region and offerings for all i-SITE staff, completing relevant training in tourism and visitor information or industry accepted equivalent where needed.
- Encourage and mentor i-SITE staff to make continuous improvements in customer service, knowledge and operations within the centre ensuring staff know the products and services on offer.
- Ensure adequate staffing levels for all seasons, with suitable staff, and within approved budgets, ensuring safety of customers and staff and in accordance with the Health & Safety at Work Act 2015.
- Provide relevant information on i-Site operations for reporting and other documentation as required.

Visitor Services

- Work with the Visitor Consultants and PNCC Marketing and Communications Unit to increase the variety of services and products available to visitors that can maximise revenue generation for the i-SITE and supports the PNCC brand values.
- Support customer service staff when demand requires it, accurately answering all enquiries for information and requests for bookings.
- Maintain i-SITE New Zealand standards and conduct business in accordance with the i-SITE New Zealand guidelines and objectives.
- Manage the performance of the i-Site staff in accordance with PNCC guidelines.

General Duties and Responsibilities

- Be an ambassador and positive advocate of Palmerston North City & Manawatu. Be responsible for daily operational duties and all financial processing at the i-SITE.
- Ensure i-SITE staff comply with PNCC operational procedures with support from the Head of Brand and Marketing and other PNCC staff when required.
- Ensure i-SITE staff keep the i-SITE tidy and presentable at all times.
- Any other reasonable duties that may be required from time to time to support the wider objectives of PNCC and/or the i-SITE.

Please note: Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

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Risk Management Accountabilities for all Employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

Key Relationships

Internal:

- i-SITE team
- PNCC Marketing and Communications team
- Wider PNCC staff

External:

- Visitors and residents of the city and region
- Local and national tourism service operators
- Local businesses and organisations
- Council Controlled Organisations

Typical knowledge, skills, and attributes:

Knowledge (*qualifications and experience*)

- Management experience in a customer service centred function or industry
- Sales and business development or commercial experience
- National certificate in sales, operations, travel or tourism level 3 or 4 is desirable
- Minimum 2 years' experience in customer service and sales, preferably with a retail or travel consultant background
- A detailed knowledge of Palmerston North and Manawatu, including local businesses and attractions, events, and local must do's

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Skills and Attributes

- Strong relationship building skills
- Ability to manage people
- Ability to learn quickly and demonstrate initiative
- A high level of computer skills including experience with Microsoft 365, IBIS Nx and online travel and accommodation booking sites an advantage
- Problem solving skills
- Organised with good attention to detail
- Effective communication skills
- Ability to manage accounts accurately

Additional Requirements:

- Must have a full, clean, and current NZ's Drivers Licence
- Availability to work additional hours, in agreement with you, to cover leave and absences as required.

Remuneration

- This role is graded at **M1** on the Council's remuneration system, i.e. between **\$62,930** (85%) and **\$74,036** (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.
- In addition, a benefit entitlement of **5%** of base salary is available.

Other

The position may be called to work outside normal working hours in the event of a Civil Defence emergency or exercise. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

Competencies

Core	
Service	<ul style="list-style-type: none">▪ Recognises the diversity of customers, and adapts approach and style to meet their needs▪ Offers customers a range of solutions to problems▪ Demonstrates commitment to delivery of agreed solutions▪ Delivers and follows up on solutions▪ Seeks and gives feedback from customers▪ Looks for where improvements can be made to systems and processes
Communication	<ul style="list-style-type: none">▪ Clearly communicates messages in a clear and concise manner▪ Uses the most effective method and style of communication for the target group and the situation▪ Uses active listening techniques including reflection and paraphrasing▪ Shares ideas appropriately▪ Recognises and minimises barriers to communication
Business ethics	<ul style="list-style-type: none">▪ Demonstrates integrity, honesty, and commitment▪ Acts ethically in all dealings▪ Is equitable and ethical in the treatment of others▪ Is prudent in financial dealings

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Information Technology	<ul style="list-style-type: none"> ▪ Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software ▪ Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals
Role specific	
Team Work	<ul style="list-style-type: none"> ▪ Is an active and contributing team player ▪ Models the standards for teams and team work ▪ Understands team dynamics
Relationship Building	<ul style="list-style-type: none"> ▪ Develops and maintains networks of key stakeholders ▪ Understands stakeholders' views and why they are held ▪ Develops a network of industry / staff contacts to keep abreast of latest ideas and concepts ▪ Demonstrates sensitivity to other groups and values diversity ▪ Delivers on commitments
Organisational Achievement	<ul style="list-style-type: none"> ▪ Proactively plans work ▪ Plans and utilises resources in the most effective and efficient way ▪ Ensure action is aligned with the vision and direction of the organisation ▪ Makes appropriate decisions, taking into consideration impacts and risks ▪ Delivers on agreed goals ▪ Monitors and takes appropriate action to ensure goals and outputs are achieved ▪ Reports regularly on progress
Professional Skills	<ul style="list-style-type: none"> ▪ Has developed a body of relevant and current professional knowledge reflected by an appropriate qualification ▪ Knowledge of relevant legislation ▪ Demonstrates a commitment to regularly updating and extending knowledge base and relevant skills (takes opportunities for professional development) ▪ Membership / be working towards membership of a professional body (if relevant) ▪ Practical experience in the field over a number of years; familiar with all facets of the profession required by PNCC