



Sales & Marketing Executive - Destinations Division

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| POSITION TITLE | Sales & Marketing Executive |
| REPORTS TO | Tourism Director |
| LOCATION | 33 Federal St, Auckland |
| SEND APPLICATIONS | To Darragh Walshe darragh.walshe@walshegroup.com |

ABOUT THE WALSHE GROUP

The Walshe Group was founded in Auckland in 1976 around international tourism representation. Our whakapapa, or lineage, links back to the Celts, through our Irish born founder. Our company DNA is heavily influenced by rich local heritage & culture and a strong connection to the land and ocean.

With offices in Australia, New Zealand and Japan, The Walshe Group provides dedicated destination and airline representation. Our key focus is to work alongside our clients to grow effective, successful partnerships built on trust and tangible results.

www.walshegroup.com

ABOUT THE ROLE

The Sales & Marketing Executive has responsibility for assisting with the development and implementation of strategies and activities primarily (but not exclusively) associated with two entities within The Walshe Group. These are Hawai'i Tourism Oceania (HTO), and the DitO (Drop in the Ocean) regenerative tourism project.

They will work closely with other team members on marketing campaigns, but also take a leading role in specific areas including, events, social media and regenerative tourism experiences. The position will also assist with trade marketing activities, webinars and familiarisation trips (famils).

This is a full-time role, split primarily between the HTO account and DitO.

We welcome candidates with a level of understanding of Te Reo and/or 'ōlelo (Hawaiian)

KEY RESPONSIBILITIES

- Work with the Tourism Director on trade and consumer marketing campaigns and initiatives for Hawaii Tourism
- Work with the Tourism Director in expanding regenerative tourism experiences, and engaging new community and environmental partners.

- Provide input for the area marketing plan, being a comprehensive document that includes a full description of all activities to be undertaken by the Hawaii division in the coming year.
- Manage the associated Instagram and Facebook accounts
- Be responsible for consumer and trade eDMs, including managing the database
- Be responsible for responding to consumer enquiries
- Assist with the coordination of famils and host when required
- Assist with product development
- Liaise with clients, customers and community partners
- Coordinate and participate in promotional activities and events including but not limited to: Trade seminars and training activities, consumer and trade expos, roadshows, travel trade conferences, familiarisation trips, industry events, including after-hours functions
- Collate report-related information and support the Tourism Director in any other reporting requirements.
- Ensure compliance with Hawai'i Tourism Authority (HTA) policies, standards and procedures.
- Ensure compliance with The Walshe Group (TWG) company policies and procedures.

KEY RELATIONSHIPS

- Reports to Tourism Director, New Zealand
- Works collaboratively with HTO and DitO team, and clients, in a manner conducive to the spirit of these entities.
- Develop and maintain relationships with key NZ trade and consumer partners
- Develop and maintain relationship with key HTO partners including the Hawai'i Tourism Authority and its agencies, Island Chapters and Hawai'i tourism operators.
- Develop and maintain relationships with regenerative tourism partners in the fields of environment and community
- Display excellent customer service

WHO WE'RE LOOKING FOR

- An understanding of the key travel industry stakeholders and distribution structure in the NZ travel industry.
- The ability to demonstrate the principles behind destination marketing and regenerative tourism
- Previous experience working within the travel industry would be an advantage
- Excellent time management & task organisational skills
- Ability to connect with partners and manage relationships
- Good creativity and problem-solving skills
- First rate written, verbal and digital communication and interpersonal skills
- Calm and confidence, with ability to learn and adapt
- Knowledge of marketing and project management tools such as Mailchimp and social media scheduling tools. Knowledge of InDesign and Hubspot a distinct advantage.
- We welcome candidates with a level of understanding of Te Reo and/or 'ōlelo (Hawaiian)