

Alps2Ocean Cycle Trail Manager



Mackenzie
DISTRICT COUNCIL

Position Description

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Position:	Alps to Ocean (A2O) Trail Manager
Incumbent:	TBC
Reports to:	Public Facilities, Parks, and Places Manager
Location:	Twizel
Department	Operations & Regulatory Services
Business Unit:	Public Facilities, Parks, and Places
Role Family:	Technical / Expert roles

Customer Relationships:	Who:
➤ External	<ul style="list-style-type: none"> ➤ Direct customers i.e., trail users ➤ Alps2Ocean Joint Committee ➤ Alps2Ocean Reference Group ➤ Regional Tourism Operators and tourism related businesses ➤ Proximity landowners along the trail ➤ Nga Haerenga New Zealand Cycle Trails ➤ Contractors and Consultants ➤ Waitaki District Council ➤ Central government, regional agencies, and private funding bodies ➤ Government Agencies and other local authorities ➤ Iwi / Papatipu Rūnanga / Mana Whenua
➤ Internal	<ul style="list-style-type: none"> ➤ Communications Team ➤ Executive Leadership Team ➤ Elected Members ➤ All other Mackenzie District Council employees

Position Contribution:

The A2O Trail Manager is responsible for the overall management and oversight of the Alps to Ocean Trail which begins in the Mackenzie District at Aoraki / Mount Cook and Lake Tekapo and goes through to the Waitaki District ending in Oamaru.

This role’s key accountabilities to ensure the success of the Alps to Ocean Cycle Trail include:

- Developing strategic and operational plans for the trail, including visitor experience and marketing plans.
- Ensuring alignment and consistency in the development and operations of the trail undertaken by the Waitaki and Mackenzie District Councils.
- Developing relationships with public and private agencies to secure funding to support delivery of the strategic plans.
- Developing and implementing a business model and providing quarterly reports
- Building relationships and coordinating with stakeholders, including Iwi, public and private landowners, and trail partners.
- Supporting the A2O Joint Committee to undertake their role.
- Assist with marketing and partnership programmes to ensure they are developed, enhanced, and delivered appropriately.
- Ensuring community social licence is maintained.

The Mackenzie District Council is focused on the delivery of best practise and innovation, collaboration and embracing kaitiaki principals in all that it does.

Scope:	Dimensions:
Delegated levels of authority	Refer to MDC Delegations Manual
Span of Control	Nil

Expected Outcomes:	Primary Areas of Responsibilities / Measures:
Governance Support	<ul style="list-style-type: none">• Alps2Ocean Joint Committee is supported to undertake delegated functions.• Reports and agendas are provided to the Alps2Ocean Joint Committee on time with assistance from Governance Support.• Alps2Ocean Reference Group, DOC, Council Management, Council and Committees, and NZCT are supported as required.• Share knowledge, collaborate, and foster co-operation across Councils, the Joint Committee, the Reference Group, NZCT and industry.• Develop and maintain positive public relations providing appropriate information as required.
Business Management	<ul style="list-style-type: none">• Develop and maintain an overall business plan and strategy for the Alps2Ocean Cycle Trail in conjunction with the Joint Committee and reference group, ensuring that:

	<ul style="list-style-type: none"> ○ An approved Strategy and Business Plan is in place; ○ Partner Councils planning documents reflect the approved business plans; ○ Financial reports are produced quarterly with narrative explaining any variance; ○ Income, expenditure and debtors and creditors are managed to a professional business management standard ensuring no reputational risk to the Alps2Ocean brand. ● Develop a business case to secure funding for the continued development of the trail, ensuring that: <ul style="list-style-type: none"> ○ Business case are aligned to the strategic objectives and goals as determined by the joint Committee; ○ Third party funding targets are met. ● Develop and maintain a Visitor Experience Development Plan in conjunction with the Joint Committee and reference group to guide further developments, supporting the implementation of approved marketing and promotional activities, ensuring that: <ul style="list-style-type: none"> ○ Marketing and promotional plans approved by the Joint Committee are implemented accordingly. ● Health and Safety is managed according to legislation and relevant standards and best practice, ensuring that: <ul style="list-style-type: none"> ○ Health and Safety reports are received by the Joint Committee in a timely manner. Any controls that need to be implemented are communicated to Councils at the time of incident report. ● Support the ongoing development, enhancement, and appropriate use of the Alps2Ocean brand in collaboration with the Joint Committee and relevant stakeholders. ● Customer data (including Counters and trail surveys) is gathered and provided to support continued Business improvements and report on Strategic Goals.
<p>Programme Management</p>	<ul style="list-style-type: none"> ● Assist with the development and maintenance of a capital and operational program with partner Councils that addresses the needs of the trail, preparing funding applications to facilitate future works. ● Partnership programme is developed and delivered, ensuring that: <ul style="list-style-type: none"> ○ Partners are satisfied with the value the partnership programme provides; ○ Appropriate and sustainable funding is received from the partnership programme; ○ DOC concession requirements are complied with; ○ There is an increasing number of partners;

	<ul style="list-style-type: none"> ○ Concessionaries are monitored with compliance enforced.
Project and Contract Management	<ul style="list-style-type: none"> ● Support MDC and WDC project managers, ensuring that: <ul style="list-style-type: none"> ○ Trails meet NZCT requirements; ○ Accurate and timely information and advice is provided ● Provide satisfactory delivery of assigned projects, ensuring that: <ul style="list-style-type: none"> ○ Projects are delivered to agreed budgets and timeframes; ○ Alps2Ocean is positioned and receives recognition as the 'Jewel in the Crown' of NZ great rides.
Communication and Engagement	<ul style="list-style-type: none"> ● Support the Joint Committee with the coordination and implementation of a 12-month trail marketing plan, ensuring that: <ul style="list-style-type: none"> ○ Stakeholders all feel included, listened to, and aligned. This includes both Councils, Iwi, proximity landowners, tourism operators, community and business groups across both districts, and associated government and private agencies. ● Work with stakeholders to support the development of a cohesive trail story, brand, visual identity guide, and consumer propositions. ● Work with the Waitaki, Mackenzie, Canterbury, and Otago Tourism Development Organisations to support content development and collaboration on campaigns and websites. ● Support the delivery of marketing and promotional activities in a timely manner. ● Assist with the development of a copyright brand for marketing collateral and licensing
Organisational Knowledge	<ul style="list-style-type: none"> ● Continually monitor, promote, and implement opportunities to improve service delivery and business process in line with the strategic objectives of the Alps2Ocean trail and Council. ● Demonstrate an awareness of economic, cultural, social, and environmental issues impacting on the Waitaki and Mackenzie Districts, ensuring that: <ul style="list-style-type: none"> ○ Issues impacting on WDC and MDC within the bounds of influence are addressed effectively and as they arise. ● Demonstrate a working knowledge of Council processes in units that work closely with the Alps2Ocean Cycle Trail to ensure smooth interactions with Council staff.






Health and Safety	<ul style="list-style-type: none"> • Demonstrate behaviour that endorses safety as a core value of the business and promotes a positive health and safety culture at Mackenzie District Council. Show authentic commitment to continuous improvement to Health and Safety policies and procedures. • Ensure compliance with responsibilities under the Health and Safety at Work Act (2015) and any amendments. • Ensure that any contractors engaged by the Alps2Ocean Cycle Trail and Public Facilities, Parks, and Places Business Unit are 'Health and Safety Approved' and all activities are undertaken in accordance with Mackenzie District Councils Health and Safety Management system and related procedures. • Actively participate in the hazard identification and risk management process and report all accidents, incidents and near misses in a timely manner through the online reporting system (MackSafe / Assure). • Raise any health and safety related issues or areas of concern with manager or Health, Safety and Wellbeing representative as soon as possible. • Engage in any Health, Safety and Wellbeing related training and complete all applicable course work. • Maintain, update, and disseminate Health and Safety material as may be relevant to their area of work. • Regular contribution to Health and Safety discussions within your business unit. • Support and co-operate with the Happy Healthy and Safe Committee and Health and Safety Representatives. • Carry out safety observations, inspections and audits when required. • Ensure compliance with requirements of the Motor Vehicle Policy.
Mackenzie District Council Policies, Procedures, Processes and Guidelines	<ul style="list-style-type: none"> • Understand, be familiar with and comply with all Council policies and procedures.
Self-Development / Ongoing / Professional Learning and Development	<ul style="list-style-type: none"> • Continue to develop your skills, knowledge and experience to keep up to date with developments in the Cycle Trail and Recreational Tourism industry including relevant legislation, funding opportunities, and trends.
Emergency Operations Centre	<ul style="list-style-type: none"> • To be actively involved in Civil Defence Emergency Management when required. • To assist or fulfill the role of Public Information Manager role as required.
Confidentiality and Record Keeping	<ul style="list-style-type: none"> • Ensure that all records are saved to Laserfiche. • Ensure that any confidential information that may be acquired, either directly or indirectly, is tagged and classified correctly, and is to be treated appropriately.

The key responsibilities described in this document should not be construed as a complete and exhaustive list as it is not the intention to limit in any way the scope or functions of this position. Key responsibilities may be amended from time to time following consultation. The position holder may also be required to perform duties outside of their normal responsibilities as and when required.

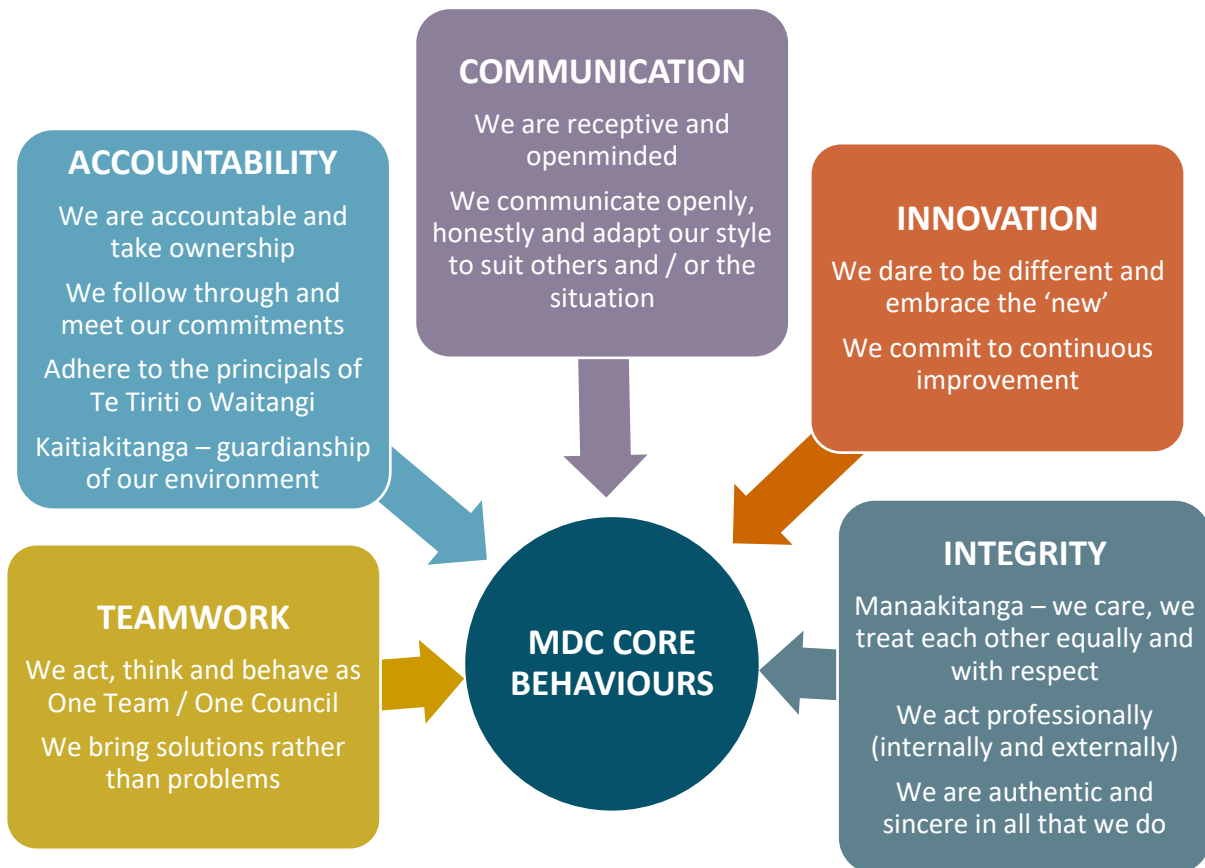
Qualifications, Technical Skills, Knowledge and Ability:

- A relevant tertiary qualification or demonstrated equivalent experience
- At least 5 years' experience in the tourism or recreation sector, and business management experience
- Current and valid New Zealand Driver's Licence (class 1)
- Tertiary level Project Management qualification or demonstrated equivalent experience i.e., minimum of 5 years project management experience (desirable)
- Membership of an appropriate professional body (e.g., NZRRP, Recreation Aotearoa)
- Computer literacy including competency in Microsoft Office Suite

Our Values:

	<p style="text-align: center;">Integrity</p> <p>Integrity is essential in local government because it is the cornerstone to build and maintain trust and confidence in public organisations, safeguard the public interest and promote high standards of behaviour.</p>
	<p style="text-align: center;">Community Focused</p> <p>We believe in being community-focused as this is essential for ensuring that the needs and desires of the community are heard and addressed, building trust and collaboration between the community and local government, promoting economic development, and improving the quality of life for all citizens. We do this by providing better service delivery for higher community satisfaction and increasing trust in government.</p>
	<p style="text-align: center;">Collaborative</p> <p>Collaboration is important to us at the Mackenzie District Council as it leads to increased productivity, better problem-solving, and improved employee satisfaction. We work with key stakeholders to build trust and develop relationships that lead us to solutions that will leverage the strengths of our Treaty partners and stakeholders.</p>
	<p style="text-align: center;">Responsive</p> <p>Agility is important to us because it will enable our communities to adapt to changing circumstances and respond quickly to new opportunities.</p> <ul style="list-style-type: none"> • Faster response times: Ability to respond more quickly to changes in the market, customer needs, and technology. This allows us to stay ahead of the competition and take advantage of new opportunities. • Improved innovation: Agility fosters a culture of learning and systems thinking. • Better customer satisfaction: Delivery of products and services that meet or exceed customer expectations, and higher levels of satisfaction. • Increased efficiency: Optimise processes and resources, reducing waste and increasing efficiency. • Greater resilience: Better equipped to handle unexpected challenges and disruptions, such as natural disasters, cyberattacks, or economic downturns.
	<p style="text-align: center;">Forward Looking</p> <p>Be forward looking taking a long-term view allows us to anticipate future needs, manage resources effectively, and promote sustainable development for future generations. It also helps to address complex challenges such as climate change, growth. Ensure that we consider the long-term consequences and impacts of threats and opportunities, integrated proactive solutions can be developed.</p>

Our Core Behaviours – Expected of all our Employees (Linked to our Values):



Job Family specific Behaviours:

<p>Achieving Results</p>	<p>Sets challenging goals for oneself that assist with professional and personal development and growth, understands performance expectations, effectively manages own time and resources to ensure tasks and responsibilities are completed effectively, efficiently, safely and to a high standard.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Sets performance standards and goals. • Prioritises • Ensures high quality output. • Delivers • Leverages resources • Celebrates successes and achievements
<p>Customer Focus</p>	<p>Understands the customers of MDC and effectively meeting their needs, builds productive customer relationships and takes responsibility for customer satisfaction.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Establishes effective relationships. • Clarifies the situation.

	<ul style="list-style-type: none"> • Takes action. • Ensure customer satisfaction (win / win = public value) • Meets the needs of MDC
Commercial Decision Making	<p>Demonstrates a strong understanding of MDC's strategic goals / vision / values, business strategies, operations, and functions; draws from experience and utilises industry information; recognises when further investigation is needed before decisions are made.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Applies commercial understanding to maximise results and MDC reputation. • Understands all aspects and functions of MDC. • Understands Local Government • Makes decisions strategically ensuring the impact is considered. • Identify opportunities for the growth of MDC / District and its communities
Knowledge and Information sharing	<p>Actively shares and contributes own knowledge, skills and expertise to develop the knowledge, skills and expertise of others.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Identifies opportunities to share knowledge with others. • Ensures understanding. • Offers feedback. • Encourages application of information and knowledge shared
Ongoing Learning and Development	<p>Actively identifies new areas for learning needs to stay up to date and leading edge in area of expertise; regularly creates and takes advantage of learning opportunities; uses newly gained knowledge and skills on the job and learning through their application.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Targets learning and development needs. • Seeks learning and / or development activities. • Maximises learning. • Applies knowledge, skills or expertise. • Openness to change and challenge
Teamwork	<p>Identifies opportunities and takes action to build operational and strategic relationships between own area and other areas, teams, business units, or organisations to help achieve both business goals and Council goals.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Identifies collaborative opportunities. • Establishes relationships. • Formulates action plans. • Considers the impact of one's actions. • Monitors relationships and progress
Effective and Successful Communication	<p>Recognises one's role in MDC's communication; clearly and succinctly conveys information and ideas to individuals and Council, communicates in a focused, appropriate, and effective manner.</p>

	<p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Takes initiative to share information. • Communicates appropriately. • Listens to and comprehends communication from others. • Delivers clear messages. • Communicates in an open, honest and professional manner. • Ensures understanding. • Follows up
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I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Position holder signature

Date

Line Manager Name

Date

Line Manager Signature

Date