Programme Lead - Kiwi North NZ

Job Description

Role Purpose

Coordinate and drive delivery of the Kiwi North NZ work programme on behalf of the Governance Group and participating Regional Tourism Organisations (RTOs). The Programme Lead is the central point for planning, communication, project coordination and reporting, ensuring agreed activity is delivered on time and partners remain informed and engaged.

This is a practical, fast-moving role requiring sound judgement, flexibility and the ability to work across multiple organisations, stakeholders and projects with competing deadlines.

Reporting and relationships:

- Reports to the Kiwi North NZ Governance Group, with day-to-day direction from the Chair.
- Works closely with participating RTOs and their trade, marketing and insights teams; Tourism New Zealand; airline, airport and distribution partners; tourism operators; and appointed contractors.
- Role proposed fixed term to 30 June 2028, subject to Governance Group and funding approval.

Key Responsibilities:

1. Programme delivery and coordination

- Maintain an integrated work programme, activity calendar, priorities, milestones and budgets; track progress and escalate risks or delays early.
- Coordinate multiple projects and workstreams, bringing together the appropriate RTO leads, suppliers and partners and ensuring clear ownership, deadlines and follow-through.
- Support planning and implementation of approved trade, marketing, media and partner activity, adapting priorities as market conditions and opportunities change.
- Liaise with appointed delivery teams and contractors, capture results and lessons, and avoid duplicating work already resourced elsewhere.

2. Governance, administration and reporting

- Support the Chair and Governance Group with the MOU and Terms of Reference processes, meeting agendas, papers, decisions, action tracking and member communications.
- Maintain accurate programme records, shared resources, partner information and accessible content and asset libraries.
- Prepare concise, timely reporting on progress, expenditure, partner participation and agreed activity outcomes.

3. Partnerships and stakeholder engagement

- Build effective working relationships across RTOs and industry, recognising different regional priorities while advancing collective objectives.
- Support the Governance Group with coordinated funding proposals, partner engagement and the servicing and reporting of collective partnerships; senior strategic relationships remain Governance Group-led.

- Facilitate practical collaboration with relevant Tourism New Zealand, travel trade, airlines, airports, operators and other relevant partners.

4. Destination story, trade and market activation

- Coordinate consistent use of Kiwi North NZ positioning and its four themes across approved trade, consumer and media, working with the relevant regional content owners and cultural advisers.
- Support development of trade-ready itineraries, product information, digital content and resources that help travel sellers promote the North Island as a connected visitor experience.
- Coordinate the collective contribution to approved roadshows, trade events, famils and market campaigns, ensuring actions, dependencies and outcomes are clear.
- Work with RTO insights teams and relevant national sources to establish practical market-level measures of visitor nights, spend, regional participation and campaign outcomes, as data allows.

What success looks like:

- An agreed, realistic programme is progressing to deadlines, with clear accountabilities, proactive issue management and reliable reporting.
- RTOs and partners are engaged, informed and able to work together efficiently, with fewer duplicated approaches.
- Approved trade and marketing initiatives are supported by consistent content and measured against agreed objectives, including relevant priority-market outcomes.

Skills and experience

- Strong understanding of New Zealand's regional tourism landscape, the role of RTOs and the relationships between tourism operators, distribution channels and national agencies.
- Proven programme or project coordination experience in tourism, destination marketing, trade or a comparable multi-partner environment.
- Highly adaptable and solutions-focused; able to reset priorities quickly and deliver under tight, changing timeframes.
- Capability to produce reports that are insights and deliverable outcomes and timely reporting.
- Excellent organisation and time management, with the ability to juggle concurrent projects, deadlines and stakeholders without losing detail or momentum.
- Confident communicator and relationship builder, able to work diplomatically with diverse people and organisations, influence without direct authority and navigate competing interests.
- Self-starting, practical and commercially aware, with sound judgement, digital literacy and clear written reporting skills.
- Culturally aware and respectful of Māori perspectives, regional narratives and appropriate content approval processes.
- Minimum 5 years' experience in the Tourism Sector

Initial priorities (first 90 days)

Confirm the delivery plan and governance calendar; establish clear reporting and shared information systems; support MOU, membership and funding work; align the collective narrative and assets; review recent activation outcomes; and coordinate the next agreed phase of trade and market activity.

Role is 3 days a week