



POSITION DESCRIPTION

Domestic Sales Executive

Te Puia is located in Rotorua within the Te Whakarewarewa Geothermal Reserve and serves as the home of the New Zealand Māori Arts and Crafts Institute (NZMACI). Operating under the NZ Māori Arts and Crafts Vesting Act 2020, Te Puia is an iwi-owned organisation with a mission to protect, promote, and perpetuate Māori culture.

While visitor-related activities generate much of its revenue, Te Puia is deeply rooted in its cultural legacies, striving to uplift and sustain the traditions of Māori arts and crafts.

Te Puia is committed to fostering a supportive and growth-focused workplace. Employees are encouraged to thrive professionally and personally, with an environment that prioritises well-being, proactive support, and meaningful recognition for contributions.

OUR WHY

Toitū te ahurea Māori – Leaders in uplifting Māori culture.

TE PUIA VALUES

Mātauranga Māori - Taonga Tuku Iho - Manaakitanga - Whakanui

TE PUIA PRINCIPLES

<i>Teamwork:</i>	Consistently demonstrate an unselfish commitment to working with others to create a collaborative culture.
<i>Passion for Customer:</i>	A positive relationship through outstanding service with each and every interaction. Understanding our manuhiri and what they are seeking.
<i>Integrity:</i>	Upholding the highest ethical standards and promote trust and respect.
<i>Excellence:</i>	Exceeding expectations and taking intense pride in everything that we do every day. Delivering and representing excellence in everything we do.
<i>Leadership:</i>	Having the courage to rise above challenges through adversity that will inspire others. Providing a supportive, safe, and healthy workplace.
<i>Innovation:</i>	Imagining what is possible and being brave. Fostering creativity that challenges constraints and drives progress. Being adaptive and flexible.
<i>Guardianship:</i>	Take care of the land, environment, and other assets for future generations.

Position Title:

Domestic Sales Executive

Department:

Sales and Marketing

Reports to:

GM Sales and Marketing

Direct Reports to Position:

Nil

Key Relationships (Internal):

MICE Manager, Marketing & Communications Manager, Food and Beverage Managers, Executive Chef, Āhua Gallery Manager and team, Executive Management Team.

Key Relationships (External):

Key stakeholders and manuhiri, local commercial accommodation network, regional and national tourism organisations and service providers, education networks, Ministry of Education and other Government departments and corporates.

Purpose of the Position:

To lead domestic and local sales efforts, driving revenue growth by securing new opportunities and fostering strong client relationships. This includes developing profitable sales channels, strengthening key partnerships, enhancing brand awareness, and ensuring exceptional customer experiences through effective marketing and CRM strategies.

Key Accountabilities:

Focus Area	Accountabilities
Sales & Business Development	<ul style="list-style-type: none"> • Identify, pursue, and secure new sales channels in the domestic market. • Monitor and analyse sales performance, market trends, and competitor activity to identify growth opportunities. • Convert sales enquiries into profitable business by providing tailored solutions. • Build long-term relationships with existing clients through regular follow-ups and engagement strategies. • Plan, schedule, and execute strategic sales calls and visits within the local and regional market to drive engagement. • Develop and implement strategic sales plans to achieve revenue and growth targets, ensuring alignment with Te Puia's overall business strategy. • Negotiate contracts, agreements, and partnerships with key clients, accommodation providers, and tourism operators.
Marketing & Brand Awareness	<ul style="list-style-type: none"> • Collaborate with the Marketing team to enhance Te Puia's brand presence in domestic, education, Free Independent Traveler (FIT), and functions markets. • Strengthen the reputation and awareness of Te Puia's arts, crafts, and cultural experiences among key audiences. • Plan and execute marketing and promotional projects as directed by the GM Sales and Marketing. • Support the development of digital marketing initiatives, including email campaigns, social media promotions, and online advertising, in collaboration with the wider marketing team. • Represent Te Puia at trade shows, industry networking events, and tourism expos to drive awareness and generate leads.
Customer Relationship Management	<ul style="list-style-type: none"> • Respond to all client inquiries professionally and efficiently, ensuring a seamless customer experience. • Maintain and optimise the CRM system, ensuring accurate data entry, pipeline tracking, and reporting on conversion rates. • Expand and strengthen Te Puia's networks within local and regional community groups, business organisations, and tourism bodies. • Develop and maintain a customer feedback loop to continuously improve Te Puia's offerings based on client needs and experiences.

	<ul style="list-style-type: none"> • Implement strategies to enhance client retention and loyalty, including incentives, exclusive deals, and relationship-building activities. • Build strong relationships with local and regional community groups, iwi organisations, business associations, and event planners to strengthen Te Puia's local network.
Product Knowledge & Communication	<ul style="list-style-type: none"> • Maintain in-depth knowledge of all Te Puia packages, promotions, and pricing structures. • Ensure promotional materials are always stocked and distributed to key tourism partners, including accommodation providers, iSites, and travel agencies. • Conduct staff training or briefing sessions on sales promotions and package updates to ensure consistency in customer messaging. • Liaise with operational teams to ensure seamless customer experiences, particularly for group bookings and special events.
Sales Operations & Administrative Tasks	<ul style="list-style-type: none"> • Prepare detailed and timely quotes, contracts, and itineraries for clients and business partners. • Ensure accurate tracking and reporting of sales performance metrics (e.g., conversion rates, revenue growth, pipeline health) to inform strategy. • Assist in forecasting and budgeting for domestic sales activities, ensuring alignment with business objectives. • Regularly review sales strategies and refine approaches based on market feedback, emerging trends, and performance analysis. • Undertake any additional responsibilities as assigned by the GM Sales and Marketing.

Key Role Outcomes:

- Leads are converted into profitable, long-term business, driving revenue growth and expanding market reach through strategic sales efforts.
- New sales channels are secured, and existing client relationships are nurtured, contributing to a strong and sustainable domestic market presence.
- Te Puia's brand awareness is enhanced through targeted marketing campaigns, digital engagement, and industry networking.
- Strong partnerships with tourism operators, accommodation providers, and community organisations are developed and actively maintained to drive referrals and collaborations.
- Customer retention and satisfaction are optimised through exceptional service, CRM utilisation, and tailored client engagement strategies.
- Sales operations are streamlined with accurate quoting, forecasting, and performance tracking, ensuring alignment with business objectives.
- Product knowledge is consistently updated, and internal collaboration fosters seamless sales execution and outstanding visitor experiences.

Person Specifications:

- Strong knowledge and experience in sales, marketing, and customer engagement principles, with the ability to apply these consistently to drive revenue and business growth.
- A genuine appreciation for te reo me ōna tikanga Māori, with the ability to integrate cultural knowledge into sales and marketing activities and share this appropriately with others.
- Proven ability to think strategically, creatively, and commercially, ensuring that both cultural integrity and business objectives are met.
- Excellent teamwork, communication (written and oral), and interpersonal skills, fostering strong relationships with internal teams, clients, and industry stakeholders.
- A solid understanding of business principles, sales operations, and CRM systems, with the ability to apply these effectively to optimise performance.
- Strong project management, networking, and relationship-building skills, with experience in securing and managing key partnerships within the tourism sector.
- The ability to contribute as a trusted and respected member of the team, building confidence and collaboration across the organisation.
- Highly organised and detail-oriented, ensuring all responsibilities are completed efficiently and within time, quality, and financial expectations.
- A proactive mindset with a commitment to ongoing learning, mentorship, and professional development.
- Above-average computer literacy, with experience in reservations, CRM, and sales systems being highly advantageous.
- A tertiary qualification in business, marketing, tourism, or a related field is desirable, along with proven experience in sales within the tourism industry or a similar relevant background.

Acknowledgement:

I confirm that I have read and understand the duties and responsibilities outlined for this role. I commit to performing my role in a manner that supports the success of Te Puia, contributes meaningfully to its growth and development, and upholds its core kaupapa, values, and objectives with integrity and dedication.

Name: _____

Signed: _____

Date: _____