

Central Otago Clutha Trails Ltd

ROLE DESCRIPTION

JOB TITLE: Trail Manager Central Otago Clutha Trails

REPORTS TO: Chair, board of directors

BACKGROUND

In April 2009, the Government allocated \$50 million to the National Cycleway Fund to implement cycle trails throughout New Zealand, to be known as Ngā Haerenga, The New Zealand Cycle Trail project (NZCT).

The primary objectives of the NZCT are:

- To create jobs through the design, construction, and maintenance of the cycle network.
- To create a high-quality tourism asset which will enhance New Zealand's competitiveness as a tourism destination and provide on-going employment and economic development opportunities for regional economies.
- To maximise the range of complementary benefits that the cycle network provides to a wide range of New Zealanders. This includes events, recreational, health and other benefits.

Central Otago Clutha Trails Limited (COCTL) was incorporated as a charitable company in 2014. The purpose of COCTL is to supervise, finance, and maintain the NZCT pedestrian and cycle trail from Alexandra to Lawrence to facilitate and promote public use and enjoyment of this area.

Central Otago Clutha Trails Ltd has received fixed term funding until 2022 to employ two part time trail managers for the Clutha Gold and Roxburgh Gorge Trails. It is proposed to combine this funding to offer one full time contract role for both trails.

FIXED TERM CONTRACT

A fixed term, independent contract, is available for the period August 2020 to July 2022, with an option for renewal to July 2023.

We are prepared to consider two independent contracts, for a couple who may wish to jointly offer their services.

Schedule Two

A total annual funding budget of \$90k (ex GST) per annum is available for the manager/s contract.

HOURS OF WORK

Visitors to the trails are highly seasonal, with most visits taking place between December and April and during (long) weekends. The temporary contract offers an average of 40 hours work per week over the year. The contractor/s would ideally be able to increase hours between December and April, with a reduction over the winter months proportionately.

PLACE OF WORK AND EQUIPMENT

As an independent, fixed term, contract it is envisaged that the operator will have their own workplace and provide their own basic work equipment and vehicle(s).

PURPOSE:

Work to meet the primary objectives of the New Zealand Cycle Trail Project by:

- Ensuring that maintenance of the Trails, is undertaken to a high standard
 - Undertaking trail maintenance with the assistance of local volunteers
 - Overseeing and reporting on the work of external contractors, particularly with respect to planned maintenance and adverse event response, in accordance with the New Zealand Cycle Trails and Maintenance Fund requirements.
- Working to ensure a great experience for cyclists, runners and walkers on and off the Clutha Gold and Roxburgh Gorge Cycle Trails (Trails)
- Managing the day to day operation of the Trails to optimise visitor experiences and financial returns.
- Working with Regional Tourism and operators to support the marketing of the Trails
- Developing the financial viability of the Trails by increasing donations and marketing revenue
- Recruiting and managing volunteers

ROLE RELATIONSHIPS:

1	Responsible to:	Chairperson, CO Clutha Trails Board of Directors
2	Responsible for:	Clutha Gold and Roxburgh Gorge Cycle Trails Contractors & Volunteers

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3	Internal Liaison:	COCT Board of Directors
4	Key relationships:	Visitors Tourism operators adjacent to the trail New Zealand Cycle Trail Adjacent cycle trail trusts Service providers and suppliers Tourism sector Local community groups Iwi and hapu Landowners adjacent to the trail Local government MBIE

PERFORMANCE ACCOUNTABILITY

The scope of the contract is broad, with all roles currently being undertaken by volunteers. It is expected that volunteer contribution will remain an important feature of the Trail operating budget.

It is estimated that the workload will be divided as follows:

- Onsite Trail asset, inspection, and maintenance - 60%
- Partnership/stakeholder development and support – 15%
- Communication – 10%
- Survey and donation development 10%
- Reporting and volunteer/board liaison - 5%

Output and Quality:

Operational Management

- Ensure that the condition and assets of the Trail are regularly monitored and reported upon by:
 - Maintaining, updating, and reporting on the Trail Asset Registers and plan.
 - Working with the Board on major Trail maintenance projects and ensure that appropriate advice and funding is sought and/or given as required.

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- Ensure that record keeping, and filing is carried out in accordance with funding and governance policy.
- Manage the trail in accordance with the allocated annual operational budget. This includes regular monthly expenditure checking, approving invoices for payment and regular reporting of financial performance to the Board.
- Develop and implement an adverse weather or trail event plan and implement, including a communications and emergency liaison plan.

Trail Maintenance

- Undertake trail maintenance with reference to the Trail Asset Management Registers including:
 - Regular, scheduled inspection and cleaning/repair/maintenance of trail assets including signage, culverts clearing, and toilets.
 - Small tree, branch removal and light weed spraying.
 - Filling small holes and removing other small impediments to trail surface.
 - Working with the Board, local body and landowners and regular contractors to supervise and seek approval for the scheduled large volume weed spraying, large tree removal and adverse event remediation.
 - Ensure temporary signage is erected and removed in collaboration with Board, local authorities, and police etc during periods of trail disruption due to adverse weather events.

Services and Product Development

- Enhance visitors' experience on and off trail by undertaking small content updates on the website
- Work with Destination Clutha and Central Otago Tourism on tourism initiatives and provide information as requested for national and regional tourism initiatives
- Communications
 - Maintaining Trails websites accurately and to a high standard, including regular content reviews
 - Maintaining Trails social media sites and responding to queries

Income Generation

- Maximise donations to the trail by:

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- Increasing the number of outlets selling Trail passes on the trail
- Promote online purchase of trail passes both on Trail and with commercial operators and reporting on these purchases
- Working closely with cycle trail operators
- Providing regular maintenance donation reports to the Board.
- Seek additional sponsorship, with the support of the Board.
- Work with local marketing companies to continue to publish and distribute annual trail maps and website and sell associated advertisements.

Partnerships

- Grow relationships and create and maintain a database with relevant tourism, business, and community groups working adjacent to the trail to assist them to grow visitation.
- Send ~~regular~~ a **monthly** newsletter to key stakeholders with trail statistics ~~monthly~~ for business planning purposes
- Hold pre and post season trail briefings with operators adjacent to the trail either face-to-face or via Zoom

Staff and Volunteer Development

- Continue to try and recruit and develop a strong volunteer team for each trail.

Systems – Surveys uptake

- Ensure that funder requirements are met with respect to gathering trail user surveys by:
 - Improving relationships with operators to drive survey and donation uptake
 - Seeking funding or other volunteer support for on-trail representation during high seasons
 - Regular carpark flyer drops during the high season

Safety

- Comply with Health and Safety in Employment Act and/or other relevant legislation
- Record and report any workplace or visitor accidents to the board and appropriate authorities

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COMPETENCIES AND BEHAVIOURS

Customer Service Orientation

- Displays a high level of commitment to meeting the needs and aspirations of the Trails visitors and stakeholders.

Values

- Displays a high level of commitment to the objectives of NZCT project
- Has an awareness and sensitivity towards the spiritual and cultural values associated with Clutha and Central Otago

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Skills and Knowledge

- Experience in managing budgets and financial systems.
- Experience in managing staff, volunteers and overseeing contractors.
- Proven ability to create growth and maximise revenue generating opportunities.
- Proven success in developing and managing functions and/or public/educational programmes.
- Strong networking skills

Practical maintenance and manual work skills and knowledge

- Experience in undertaking routine and unscheduled maintenance in outdoor environments
- Experience and ability to safely use a chainsaw, fix and clean signs, clear culverts and drive in off-road conditions
- Experience in supervision and contracting of out-door contractors & volunteers

Communication

- Demonstrates effective oral and written communication skills to a wide range of audiences.
- Able to produce written work of a high standard.
- Competent with common Microsoft Office products and social media products
- Communicates the position of Central Otago Clutha Trails Ltd clearly and courteously.
- Provides timely and appropriate advice to the Board on a “no surprises” basis.
- Works effectively with others from diverse backgrounds and experience.
- Capable of publishing simple content in a digital format
 - Undertake simple content management on a website
 - Undertake social media posts
 - Take digital photos, do simple photo manipulation and upload onto websites and/or insert into reports

Problem Solving

- Identifies key issues, accurately analyses information, and targets actions that need to be taken.

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- Considers a range of options, perspectives and solutions when making recommendations.
- Makes recommendations that are well reasoned and timely.

Relationships

- Builds and maintains positive and constructive working relationships with the Board, suppliers, key people, agencies and community groups external to the organisation.
- Demonstrates ability and skills to effectively manage staff and volunteers

Adaptable

- Receptive to new ideas, willing and able to adjust to changing demands and circumstances.
- Remains calm, objective and in control in stressful situations and maintains a stable performance under pressure.
- Identifies fresh approaches to work to increase efficiency and effectiveness.
- A self starter; seizes opportunities and acts upon them.

Bi-Cultural

- Displays understanding of and commitment to the Treaty of Waitangi (Te Tiriti O Waitangi) at all levels within Heritage New Zealand.

Commitment to EEO

- Works effectively with others from diverse backgrounds and experience.

QUALIFICATIONS AND EXPERIENCE:

- Experience in outdoor asset management and maintenance (primary)
- Experience in managing budgets
- Experience in managing contractors or with general business administration
- Experience in managing staff, volunteers and contractors.
- Experience in social and digital media maintenance