



## **Marketing & Sales Co-ordinator – The Headwaters, incl Camp Glenorchy**

### **About the role**

We're looking to grow our small and dynamic team with the addition of a highly motivated Marketing & Sales Co-ordinator with experience in a hospitality or tourism environment. Time spent working in the Southern Lakes region, or a connection to the area, would be an advantage. We'd love to hear from you if you're excited by the idea of helping to market and sell New Zealand's first Net Zero energy range of sustainable visitor accommodation, you have a good all-round understanding of sales and marketing and you thrive in a fast-paced work environment. Well-appointed staff accommodation may be available in Glenorchy for the successful applicant.

### **Key responsibilities**

The Marketing & Sales Co-ordinator will be responsible for supporting the marketing, sales and communication functions for the various organisations under The Headwaters umbrella, with significant focus on the newly opened Camp Glenorchy.

The role requires close coordination with the Group Bookings & Events Manager, the General Managers for Camp Glenorchy and Mrs Woolly's General Store, and reports to the Director of Marketing & Communication. The role may also involve liaison with tour operators, travel businesses, regional and national tourism and sustainability bodies, and a range of suppliers including our design agency, photographers and videographers.

Other responsibilities include, but are not limited to:

- Supporting the implementation of sales and marketing strategies and campaigns to target visitors and the groups/conference and incentive market
- Helping to establish and manage our customer relationship management database, including data entry
- Assisting in generating, qualifying and following-up group and conference sales leads
- Drafting on-message and on-brand content for a range of audiences
- Assisting in event delivery
- Assisting in developing and updating sales and marketing collateral, including website and other 'owned' and 'earned' digital platforms
- Helping to manage supplier relationships in a budget efficient way

### **Essential qualifications, skills and attributes**

- At least 3 years' experience in a sales or marketing role
- Ideally a degree in marketing or communications
- Experienced in using Excel, Word and Photoshop (or similar)
- Natural organisational skills, attention to detail and a desire to achieve excellent results
- Savvy time management and prioritisation skills
- Enthusiasm for new information, a willingness to learn and an upbeat attitude
- Excellent, proactive communication skills
- Ability to work in Glenorchy Monday - Friday, 40 hours per week, with some flexibility to assist with the occasional evening or weekend event –New Zealand Residency or a holder of a current New Zealand Work Visa

## About The Headwaters

The Headwaters is an umbrella organisation representing a new concept in healthy, sustainable hospitality and retail in one of New Zealand's most beautiful settings, Glenorchy; the gateway to walking tracks, national parks, boating, biking, fishing and more.

The Headwaters currently comprises three different and complementary businesses:

1. Camp Glenorchy - New Zealand's first Net Zero energy range of visitor accommodation
2. Mrs Woolly's General Store & Pantry - a handpicked cornucopia of unique gifts and healthy, hearty chef-made takeaway food
3. Mrs Woolly's Campground – accommodating tents and campervans during the summer season

The Headwaters seeks to serve as a sustainable tourism organisation and the name was inspired by the location of the company at the merging of the Rees and Dart Rivers, where they enter the northern tip of Lake Wakatipu in the township of Glenorchy. The Headwaters is unique in that all profits from the operation will be directed into the Glenorchy Community Trust; the Trust is managed by members of the Glenorchy community.

The overarching vision for The Headwaters is to create experiences that “educate, inspire and delight” visitors. We desire to create warm and welcoming spaces in the general store, Camp Glenorchy cabins and overnight accommodation.

- **The Headwaters Mission** – provide warm, welcoming experiences that delight and inspire our guests to make healthy, creative and sustainable choices in their lives
- **The Headwaters Vision** – creating a thriving, regenerative business that is environmentally and financially sustainable, and that gives back to the local community and wider world
- **The Headwaters Values** – beauty matters, our choices matter, our hearts guide us, we are always learning, and respect is essential. We empower our team to create a positive experience for all guests who come to visit us in Glenorchy.

## Camp Glenorchy

The sustainably designed and operated cabins, bunkhouses and Homestead Building at Camp Glenorchy have been built to the highest green standard in the world, The Living Building Challenge™. Camp Glenorchy provides guests with first-hand experiences that showcase water and energy conservation, as well as art and creativity. They aim to inspire visitors to try similar conservation and design ideas in their own homes workplaces and communities.

The goal is to educate, inspire and delight guests with aspects of energy use and solar generation, ecological water processing and rainwater collection, and to celebrate the natural and cultural environment through use of healthy construction materials, native landscape restoration and creative arts and crafts from New Zealand.

Camp Glenorchy is a “living laboratory” which measures the performance of a wide-range of carefully selected sustainable building systems. While the systems built at Camp Glenorchy immediately benefit the environment and our guests, the goal is that the buildings will inspire national and international tourism businesses, architecture design and building communities to move towards more sustainable design and construction.

## Camp Glenorchy's Net Zero Energy Goal

Net Zero energy certification is the world's most stringent measure of sustainable energy operation. To achieve this standard, a building or area must consume less energy than it generates over the course of a year. Camp Glenorchy will generate 100% of its own power utilising a solar garden to generate electricity and feed surplus energy into the national grid in times of excess electricity generation; drawing energy when reserves are low. Rainwater collection systems, greywater reuse and wastewater treatment systems complement the state-of-the-art composting toilets and sophisticated energy management systems throughout the project.

### **Mrs Woolly's General Store**

Mrs Woolly's General Store offers healthy chef-made takeaway foods for picnics and hikes, fresh organic groceries, unique artisan-made gifts from NZ and around the world, as well as outdoor camping gear, clothing, books, kitchenware and hardware. Located at the entry to the rural township of Glenorchy, the selection at Mrs Woolly's General Store offers a quick snack, coffee to go, and homemade gelato sundaes. We also take seriously the idea of being a general store that provides basics year-round, especially for the local community. We also provide our customers with items they may have forgotten while on the road.

### **Mrs Woolly's Pantry**

Embracing the same commitment to fresh and healthy eating as Mrs Woolly's General Store, Mrs Woolly's Pantry offers in-house and external catering to nourish the body and fuel the soul. In April, Mrs Woolly's Pantry launched a new take on fresh and delicious street food with its mobile food truck, serving locals and overnight guests. Offering several fabulous choices each night (incl options for vegetarians and gluten-free eaters), themed nights include Thai, Indian, Mexican and Vietnamese.

### **Mrs Woolly's Campground**

Mrs Woolly's Campground provides a summer tenting campground option from mid-October through April each year. The campground currently offers 32 unpowered sites for tenting, campervans and caravans, and 3 glamping tents in an open-air environment. Guests have access to coin-operated hot showers and laundry facilities, a gas-powered shared outdoor kitchen, BBQs, toilets, children's playground and recharging outlets for electronic devices. There is also the Head of the Lake Activities Booking Centre that operates out of Mrs Woolly's Campground Office onsite, assisting visitors with booking any of a wide variety of memorable outdoor adventures.

### **How to apply**

If you are enthusiastic about being part of an organisation whose goals blend environmental, financial and community sustainability then we'd like to hear from you.

Please apply via Seek or send your cover letter, CV and details of your visa status to Lisa Nilsen at [Lisa@theheadwaters.co.nz](mailto:Lisa@theheadwaters.co.nz) by 10 August 2018.