

# Position Description

## Alpine Group

### Group Business Manager

December 2018

*This document is subject to review from time to time*

#### Section A

**Position:** Group Business Manager

**Reports to:** Managing Director

**Location:** Wanaka

#### Section B

**Position Objective:** To oversee the strategic execution of the company business plan, day to day operations and key projects of the Alpine Group.

Work closely with the Managing Director and Board, providing input into the strategic direction and business growth initiatives.

Additionally, champion process improvements, oversee administration and the implementation of effective systems and procedures. Key is driving sales and marketing and providing team leadership to the Tourism, Aviation and Administration teams. Participate in financial and commercial guidance of the business.

#### Functional Relationships:

##### Internally

- Board
- Managing Director
- All staff

##### Externally

- Suppliers
- Strategic Partners both Tourism and Aviation
- Clients and customers
- Financial institutions
- Statutory bodies
- External Accountants/Consultants

## Section C – Key Tasks and Specific Accountabilities

### 1 Leadership, Culture and HR

The Group Business Manager is responsible for driving a positive team culture where people want to come to work and TAG upholds and continues to grow its employment brand. Provide effective leadership, support and development opportunities for staff so they are fulfilled at work and staff are optimising their capability.

#### Expected Results

- (a) Provide leadership, practical advice and communicate the company direction to all staff on a regular cadence
- (b) Adopt a leadership style that encourages teamwork and delegation of responsibility and a positive culture of achievement
- (c) Set objectives with staff and implement positive monitoring to ensure these are achieved
- (d) Review team performance providing honest and specific feedback, guidance and advice. Celebrate success and communicate the wins
- (e) Provide professional and positive leadership while maintaining and enhancing the employment brand, both internally and externally
- (f) Ensure the Managing Director is kept fully informed of progress towards strategic and operational objectives
- (g) Ensure all people policy and procedures are robust legally and any risk is mitigated
- (h) Oversee the recruitment and onboarding of any new team members
- (i) Operate a performance measurement system that ensures all staff have clear visibility of their achievements against business goals

### 2 Management and Financial Reporting

The Group Business Manager is responsible for the oversight of financial management and compliance and for ensuring financial targets are achieved in consultation with the Managing Director.

#### Expected Results

- (a) Prepare all monthly management reports and analysis to the Managing Director and Board as required
- (b) Work across the business to ensure compliance and new processes and reporting requirements are in place to improve company performance and customer experience
- (c) Prepare and present business cases for new projects or business opportunities
- (d) Coordinate, prepare and present annual budgets for adoption by the Board

- (e) Ensure robust and accurate financial and costing analysis for new opportunities across the business
- (f) Develop and promote commercial acumen to support decision making across the business
- (g) Attend, present and contribute at Board meetings as and when required

### **3 Communication and Interpersonal Relationships**

The Group Business Manager will be a catalyst for ensuring effective communication and interpersonal relationships are maintained and will work closely with the Managing Director to ensure professional and lasting relationships are made and maintained.

#### **Expected Results**

- (a) Ensure internal communication provided by senior management is effectively cascaded and messaged into the organisation
- (b) Maintain regular contact with the Managing Director
- (c) Ensure regular communication is held with key partners to demonstrate commitment to important key relationships

### **4 Marketing/Public Relations**

The Group Business Manager is responsible for the oversight of marketing and brand management in conjunction with the Managing Director.

#### **Expected Results**

- (a) Support and work to ensure business growth initiatives, social media, CRM, trade relationships and sponsorship activities are being delivered as per the operational and strategic plan
- (b) Provide an overall picture of the market environment in which we operate and outline the primary sales goals in the context of our competitive environment. This plan should stipulate our market share expectations for key products
- (c) Oversee the planned sales approach to growing market share from sales and the budgets required to achieve these goals
- (d) Oversee the expected distribution channel sources for our products
- (e) Oversee and work collaboratively with the team to ensure effective key relationship management

## **5 Risk Management Strategies and Implementation**

Ensure a robust Crisis Management plan and Risk Register is in place and identify who is responsible for key tasks. Ensure this is reviewed regularly and adjusted as necessary.

### **Expected Results**

- (a) Collaborate with the Managing Director and Board to develop, monitor and keep up to date with the company risk management plans for all areas of the business
- (b) Ensure all team members understand the plan and their role in it
- (c) In the case of a crisis, ensure the team feel certain – communicate honestly and openly even in ambiguous situations. Be ‘hands on’ and be present
- (d) Have pre planned communications ready to go to key stakeholders with the Managing Director’s sign off
- (e) As soon as an immediate crisis is behind you, ensure an eye is kept open for opportunities
- (f) Oversee the monitoring of all social media as per the agreed plan with the Managing Director

## **6 Continual Improvement, Systems and Processes**

Ensure an agile culture is fostered and the team’s ideas and opinions are welcomed.

### **Expected Results**

- (a) Undertake a review of the business’ overall systems and processes and make recommendations to the Managing Director and Board (where relevant) with associated business cases
- (b) Drive a culture of continual improvement and ensure the team identifies any opportunities to work in more efficient and effective ways
- (c) Oversee relevant documentation of key processes and SOPs

## **7 Project Management**

Ensure the execution of key projects and their feasibility is managed efficiently and effectively.

### **Expected Results**

- (a) Oversee and execute various projects the Managing Director and Board may wish to complete
- (b) Ensure these are done to agreed timeframes and budgets

## **8 Health and Safety**

Under the Health and Safety at Work Act (HSWA) 2015, all staff must take responsibility for health and safety and ensure, wherever practicable and reasonable, that they or others are not harmed by something they do, fail to do or do incorrectly.

### **Expected Results**

- (a) Promptly report any accident, incident or near miss that occurs in the workplace using the appropriate procedure
- (b) Maintain a safe working environment by monitoring safety procedures and equipment
- (c) Ensure staff are trained in Health and Safety matters including effective use of equipment/chemicals in accordance with manufacturers' instructions
- (d) Ensure staff are trained in procedures in the event of emergencies such as fire and earthquake, in line with company policy and legislation
- (e) Be proactive in ensuring all operating procedures are adhered to including identifying and acting upon any new hazards or risks
- (f) Suggest improvements and encourage staff participation in Health and Safety
- (g) Lead (or co lead with other managers) departmental Health and Safety meetings
- (h) Liaise with the Managing Director regarding issues that need to be addressed to ensure appropriate action is taken in a timely and quality fashion

## **9 Personal Development**

Take responsibility for developing yourself and make time to mentor others in the company or community who could benefit from your skillset

### **Expected Results**

- (a) Be responsible for your own professional and personal development
- (b) Identify and attend relevant and value adding professional courses and programmes in consultation with the Managing Director
- (c) Identify potential mentors and give back to others in the company and/or Wanaka community

## **Section D – Person Specification**

The Group Business Manager must be able to lead and foster collaborative working relationships across the organisation. They will possess a relevant commercial background within an organisation of similar scale.

### **Qualifications and Experience**

- A relevant tertiary qualification
- Experienced leader with knowledge of current management practices, as well as strategic planning
- Previous senior management experience with a keen interest in the tourism/aviation sectors

### **Abilities and Skills**

- Strong and astute interpersonal skills
- Understand what first class customer service within premium brands looks like and ensure these standards are always upheld
- Excellent communicator
- Proven ability to work under pressure and prioritise
- Ability to project a credible and dependable image
- Ability to balance innovative and creative thinking with critical and objective analysis
- Commercial acumen in addition to sound technical and financial management skills
- Leadership ability – be a clear, effective communicator to communicate strategy and provide regular feedback to the team
- Be a change leader where appropriate and celebrate success
- Be competitive, performance driven, well connected and accept the responsibility and accountability for the attainment and quality of performance and financial goals

### **Personal Qualities**

- Methodical work approach
- Strong leadership
- Demonstrate Initiative
- Enjoy change and be flexible to move quickly
- Motivation and drive
- Integrity – a high moral compass key
- Honesty