

Position description

Position title: Tours Administrator

Position type: Fixed Term (April 2026)

Location: Zealandia, 53 Waiapu Road, Karori, Wellington

Supervisor: Product Manager – Tours

Purpose of the role

The Tours Administrator will work with the Product Manager – Tours, wider Tours Team to; assist with managing guide rosters for commercial tour products, coordinate the delivery of guided tours, coordinate tourism bookings and other administrative tasks as required. This role will have a wide range of duties that will require working with other departments to ensure smooth operation of Zealandia's tour products. This includes overseeing day to day tour operations, ensuring a high level of customer service, and working with internal teams to increase visitation to Zealandia. It is also desirable that the Tours Administrator can deliver guided tours when needed, however this is not a requirement for the role.

Like all members of staff at Zealandia Te Māra a Tāne, the person in this role will be expected to actively uphold the principles of Te Tiriti o Waitangi, maintain and promote exceptional health and safety, and support the maintenance of biosecurity in the sanctuary.

Organisation background

Zealandia Te Māra a Tāne is an organisation that cares for a 225 ha world class ecosanctuary in Wellington, New Zealand. We have a 500-year vision to restore a unique forested valley—Te Māra a Tāne. Zealandia's first generation of restoration effort has resulted in flourishing forests and the establishment of many native species, from hihi to tuatara. Looking forward, Zealandia Te Māra a Tāne's next generation is focused on '[Living with Nature—Tiaki Taiao, Tiaki Tangata](#)'. *"We connect people with our unique natural heritage, and inspire actions that transform how people live with nature in our cities, towns and beyond"*. This purpose is visible through our leading education, conservation, restoration and engagement activities.

Zealandia Te Māra a Tāne is a not-for-profit organisation, and its conservation, restoration and outreach work is made possible by an award-winning sustainable business model. Funding currently comes from visitors and tours, our café, memberships, grants, sponsorships and donations. Every role in the organisation has some part to play in ensuring our 130,000+ visitors, 500+ volunteers and 18,000+ members are cared for and welcomed into the Zealandia Te Māra a Tāne community.

As an organisation we honour Te Tiriti o Waitangi are on a journey towards learning how this plays out across our work as Tiriti partners. We accord value to te ao Māori (the Māori world), and

support mana whenua to fulfil their role as kaitiaki. All staff are encouraged to build capacity and confidence across te ao Māori including te reo Māori me ōna tikanga, and Te Tiriti o Waitangi.

The Zealandia Te Māra a Tāne team

Zealandia Te Māra a Tāne is a medium size organisation, with around 100 people employed in different contexts. We have around 500 volunteers who support all our work. We pride ourselves on exceptional teamwork which is required from all staff, volunteers and members. The dynamic nature of Zealandia Te Māra a Tāne means it is an incredible place to extend and challenge yourself, have real on-ground outcomes for conservation and community engagement, and to be part of a successful team.

Zealandia Te Māra a Tāne is managed by the Karori Sanctuary Trust. To find out more please go to www.visitZealandia.com

About this position description

As the work and priorities of Zealandia Te Māra a Tāne change over time, so will the requirements of each of its staff. As such, this document is not intended to represent the role that the occupant will perform in perpetuity. This position description is intended to provide an overall view of the role and responsibilities as at the date of approval. The specifics of the role will be reviewed on a regular basis and adjustments may be made to key responsibilities and accountabilities.

This position description details the minimum outcomes required for the position and for employment. Zealandia Te Māra a Tāne is a seven day per week operation. After hours and weekend work will be required from time to time. A non-smoking policy is effective on sanctuary land, with the exception of a designated smoking area.

The Commercial Development Team

The Commercial Development team is responsible for generating all commercial revenues for Zealandia through attracting visitors to Zealandia, delivering tours, and managing Zealandia's membership program, retail shop and café operations.

Key responsibilities

1. Tours Administration

ROSTERING

- Manage guide roster gaps for all commercial tour products ensuring rosters are delivered in advance and that sufficient tour guiding resource is supplied, using the required mix of both paid and volunteer guides.
- Work closely with the respective Team Leaders for each guiding group to manage rosters and to identify guide availability, qualifications and preferences. Manage seasonal variation by capturing guide availability via seasonal surveys.
- Using the Better Impact Volunteer Management software, maintain up to date records on guide qualifications, contact information.

- Work closely with the Product Manager - Tours, Sales Tourism Coordinator and Lead Ranger Volunteer Development to assist with setting requirements for the recruitment and training of new guides.

OPERATIONAL MANAGEMENT OF TOURS

- Assist with tour and guiding requirements on a daily basis i.e. managing cancellations, waitlists and unexpected bookings, ensuring all guides have arrived for their shift, equipment set up and pack away, managing cruise group arrivals, counting visitors and collecting vouchers.
- Ensure the Visitor Centre staff, Lead Ranger Volunteer Development, Product Manager - Tours, wider tours team and relevant internal teams are aware of upcoming visits and tour requirements, so that staff levels are appropriate and that our visitors are appropriately welcomed.
- Maintain accurate and reliable records and updates on tour numbers as required.
- Assess equipment needs and ensure that guides have the tools required to deliver commercial tours.

TOURS BOOKINGS ADMINISTRATION

- Respond and confirm all tour bookings in a timely manner to meet demand and provide visitors and trade sales staff with accurate and important information relevant for their booked visit.
- Work with the Product Manager - Tours, wider Tours team, and the Lead Ranger Customer Sales & Enquiries to maintain tour booking systems and processes (Rezdy and external systems), including updating all price points and tour and package details, in conjunction with the wider Commercial Development team where appropriate.
- Encourage the up-sell of Zealandia tourism products to increase the sale of guided tour experiences, lunches / catering at Rata Café and other added value experiences.
- Oversee timely issuing of invoices for appropriate customers and ensure all tours invoices are processed in time for month end.

2. Customer Service

- Provide exceptional and consistent customer service to Zealandia's trade partners, internal and external customers, members and visitors, to ensure that customer needs are met and/or exceeded.
- Provide guides and Visitor Centre staff with relevant information e.g. tour product updates and promotions.
- Ensure that tours are delivered to a consistent high standard by identifying potential solutions to customer feedback on guided tour experiences.
- Share visitor feedback and solutions with guides to ensure that excellent customer service is maintained.

3. Mātauranga and te ao Māori

- Make an effort to learn appropriate pronunciation of te reo Māori and use it appropriately.
- Champion the appropriate and respectful use of te reo Māori, tikanga, and mātauranga Māori within the team.
- Engage in training opportunities that support upskilling as required, particularly in tikanga and te reo Māori.

4. Commercial Focus

- Working with the Product Manager - Tours and wider Tours team, propose and implement new strategies to drive visitation, with a particular focus on inbound city visitors (domestic and international).
- Working with the Product Manager – Tours and the wider Tours team in the development of new tourism products.
- Identify business process improvements to increase efficiencies and cut down on administration heavy processes.

5. Health and Safety

- All employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying workplace hazards and using appropriate safety equipment.
- Adhere to Zealandia Te Māra a Tāne's code of conduct to support a healthy, safe and enjoyable work environment.
- Ensure health and safety is addressed in day-to-day activities for all staff, volunteers and visitors working in the Commercial Development Team.
- Ensure your workspace is a safe working environment through adherence to the Health and Safety at Work Act 2015 and implementation of Zealandia Te Māra a Tāne's policies on safety.
- Promptly address any responsibilities assigned to your area by the Health and Safety Officer (these responsibilities are noted above in Section 4, if applicable).

6. Biosecurity

- We have a shared responsibility that the valley is maintained as an environment free of key animal and plant pests, allowing restoration progress to be made against the 500 year vision.
- All employees must take Zealandia Te Māra a Tāne's biosecurity seriously so the risk of accidental introductions is minimised.
- Ensure all visitors and groups visiting with you adhere to biosecurity processes.

NOTE: the above responsibilities and expectations are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance management process.

Key relationships

Internal:

- Product Manager – Tours
- Supervisor Tour Operations
- Tourism Sales Coordinator
- Tourism Sales Assistant
- Lead Ranger Volunteer Development
- Commercial Operations Manager

- Visitor Centre team
- Rata café

External:

- Tourism groups and operators
- Zealandia Te Māra a Tāne Members and visitors

Person specification

Skills Attributes

- Excellent written and oral communication skills and can work independently.
- Strong demonstrable computer and online skills.
- Reasonable analytical skills, with the ability to determine gaps and potential opportunities
- A good knowledge of the Wellington tourism and hospitality offerings.
- Experienced Zealandia tour guide. (Desirable, but not required)

Personal Attributes

- You will demonstrate strong attention to detail and accuracy, be highly organised, and possess the ability to think laterally across both internal projects and external organisations.
- The role will require great people with skills to work with a range of stakeholders, including local agents and regional, national and international operators.
- Ability to multitask and remain calm under pressure.
- Promotes and advocates a continuous improvement of culture.

Current: July 2025