



**East By West Ferries**

## **GENERAL MANAGER - Job Description**

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### **BUSINESS OVERVIEW**

East By West (EBW) owns and operates the Wellington Harbour Ferry Service, providing commuter and tourist ferry services between Queens Wharf and Days Bay. EBW owns two catamaran passenger ferries, Cobar Cat and City Cat, which respectively carry 99 and 91 passengers operating up to 16 return sailings daily, with off peak services calling into Matiu Somes Island in Wellington's harbor.

The ferries also offer chartered sailings for groups and provides catered functions, lunch, and dinner, for corporate and other chartered groups

EBW is a privately owned company and has successfully operated for over 33 years. Presently contracted to Greater Wellington, through the Metlink brand, EBW provides crucial ongoing public transport ferry services within Wellington.

More recently EBW has established a subsidiary boat building company, Wellington Electric Boat Building Co Ltd (WEBBCo) which has just completed the build of a new ferry for EBW services, Ika Rere. This is the first zero emission, fully electric passenger ferry in the Southern Hemisphere.

### **PURPOSE**

The General Manager will report directly to the Executive Director, and:

- Identify, define, and grow the strategic direction of the company, with the objective of securing new profitable opportunities such as developing, building, and promoting new services including the proposed Miramar Peninsula and Airport Service.
- Manage the day-to-day functions of EBW's ferry service including integrating the new electric ferry, Ika Rere, successfully into EBW's service.
- Successfully progressing and delivering EBW's vision and strategy to convert its fleet to a fully operating electric service.
- To assist and coordinate with the Managing Director of WEBBCo, to promote, develop, and grow opportunities for WEBBCo to pursue zero emission fully sustainable electrification within the NZ marine transport industry.

The development and maintenance of key stakeholder relationships is critical and a core component of the General Manager's responsibilities, with strong links to current and future company strategies and outcomes. Building strong engagement with key stakeholders is crucial to understanding and proactively dealing with a wide range of commercial issues required to optimize the East By West.

The General manager will also be responsible for the financial performance of EBW, including revenue and cost saving initiatives across the company's operations.

## KEY ACCOUNTABILITIES

The successful applicant will:

- Manage and administer the daily regular ferry transport and commuter operations and drive agreed returns on these services.
- Liaise and work with Greater Wellington under EBW's public transport contract for services to promote and grow the ferry business
- Liaise and work with all local authorities including Hutt City which owns Days Bay Wharf and Wellington City which owns the CBD wharves utilised at Queens Wharf
- Liaise and work with our new sponsor of the electric ferry, Meridian Energy.
- Liaise and work with DOC who administer and promote visitation to Matiu Somes Island and provide berthing rights to EBW for the Matiu Somes Island wharf.
- Coordination and administration of all ferry activities involving primary interaction with professional service providers and local agencies and authorities.
- Maintain, develop, and adhere to the Marine Transport Operating Plan (MTOP) for the Company together with the comprehensive health and safety management plan involving maintaining the risk register, a H & S manual, coordinating and negotiating with all primary and secondary contractors.
- Liaise in all aspects with Greater Wellington (GW):
  - produce monthly reports to Greater Wellington
  - attend frequent meetings with different departments within GW (e.g., Operations, Health and Safety)
  - Meet regularly with the CEO GW Public Transport
  - Attend the CEO's, bus, train, ferry public transport network through GW
- Manage and ensure the vessels meet their survey requirements and all maintenance obligations are met.
- Liaise as necessary with Maritime NZ and always ensure the ferries and crew meet all their legal obligations.
- Co-ordinate and manage all EBW marketing initiatives.
- Reconciling payments, generating invoices, and providing monthly account data to accountants.
- Manage and compile the EBW monthly accounts and draft revise current forecasts and budgets with an emphasis on achieving budgets and ongoing profitability
- Manage and oversee the recruitment of new staff and ensuring staffing levels are adequate for fluctuations over seasonal periods & sole charge of payroll.
- Support other staff members in their roles and resolving staff conflicts / concerns.
- Ensuring Health and Safety obligations of the company are always met and implementing changes and improvements where necessary.
- Running bi-monthly crew/staff / health and safety meetings.
- Dealing with serious customer complaints.
- Manage and oversee the implementation of the company's sustainability plan.
- Create and maintain a social media presence and a company website.
- Constructively engage with the community bodies and adjoining neighbours in conjunction.

- Set develop and constantly review the growth strategy for the Company. The applicant will further research and identify new projects and revenues for the company

## **EXPERIENCE**

- At least 5 years' experience in senior management
- A relevant qualification, or strong evidence of entrepreneurship, or innovation would be welcome
- You will be an experienced, credible, and pragmatic leader preferably with experience in logistics, tourism, public and/or sustainable transport.
- A track record of leading a successful mid- to large-scale operations or business unit.
- Demonstrated ability to bring a strategy to life with tangible results.
- A track record of business development and value creation.
- Demonstrated commercial acumen.
- Demonstrated skills in negotiating.
- Experience in contract development, joint venture creation, and sustainable commercial partnerships will be viewed favourably.
- Skilled at managing relationships
- Proven success as a strong and effective communicator and able to deal with people from all walks of life.

Formal qualifications and/ or industry experience across tourism and transport are preferable.

Link to our latest Ika Rere sea trial: <https://vimeo.com/620459773/92ec18c876>