



ChristchurchNZ™

## Job Description

<b>Position Title:</b>	Business Attraction Manager
<b>Reports To:</b>	General Manager – Innovation and Business Growth
<b>Direct Reports:</b>	One
<b>Locations:</b>	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) Visitor Centre, 28 Worcester Boulevard, Christchurch
<b>Status:</b>	Permanent Full-time, Salaried
<b>Date:</b>	August 2019

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

### Why is this role important?

Success in this role will be measured on the strong leadership in prospecting pipeline and conversion of key stakeholder relationships to high impact businesses establishing presence in Christchurch. The role holder will represent the Christchurch opportunity to their ever-developing network of international and national stakeholders. Working closely at a strategic level within government agencies and C Suite private companies, internationally and in some cases locally, to develop support and remove obstacles to achieve our attraction objectives. This role will be part of the leadership for the Innovation and Business Growth pillar and providing strong city leadership to support attraction ambitions.

### What this role is about?

<b>Strategy</b>	<ul style="list-style-type: none"><li>• Lead ChristchurchNZ and small team to create and execute world class attraction strategy</li><li>• Development of clear business attraction plan demonstrating bold ambition for the acceleration of attracting new high impact business to the city.</li><li>• Build a strong prospect list to establish and manage effective professional relationships from stakeholder engagement through to them establishing in the city</li><li>• Identify key attraction markets matched with strategies to build leads and convert to opportunities that grow GDP and jobs for Christchurch</li><li>• Leverage key diplomatic relationships at all levels of government to support the delivery of our regions attraction objectives</li><li>• Lead conversations at a strategic level with key domestic and international businesses within the private sector with a view to convert to having a Christchurch base.</li></ul>
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	<ul style="list-style-type: none"> <li>• Be the internal expert on Business Attraction generously sharing relevant information across the organisation to strengthen the Christchurch story</li> <li>• Leverage key relationships with business agencies and business influencers on an international and national scale to become a trusted source of accurate regional business data</li> <li>• Work with government on a local and national platform to remove entry barriers for establishing business in Christchurch</li> </ul>
<b>Business Attraction</b>	<ul style="list-style-type: none"> <li>• Be able to communicate effectively at a strategic level with influential senior government officials and C-Suite industry leaders to position Christchurch within their future plans and support</li> <li>• Work with marketing to lead the establishment of collateral to support the attraction and conversion story for Christchurch</li> <li>• Prioritise high impact activity that has measurable outputs that can contribute to our story telling and demonstrate value</li> <li>• Plan and prioritise key attraction activities domestically and internationally. Attract key partners and leverage their involvement in the execution of activities, strategically managing our involvement as a facilitator</li> <li>• Establish and manage effective criteria to analyse and identify prospective high value businesses.</li> <li>• Collect and develop relevant data and information about attraction activity and share it effectively to demonstrate our value and tell our story</li> </ul>
<b>Stakeholder management</b>	<ul style="list-style-type: none"> <li>• Develop and manage influencer and key stakeholder customer contact strategy to support building an ambassador attraction network that accelerates business presence for Christchurch</li> <li>• Prioritise, influence, and build relationships across key associations, property developers, international chambers, govt consulates etc that support our attraction ambitions and provide connections to accelerate growth</li> <li>• Effectively work within the local and domestic business community attending and speaking at key industry functions and events sharing insights and working collaboratively to create opportunity</li> <li>• Manage effectively the ChristchurchNZ relationship with key government agencies at both national and local level in relation to securing high impact business in Christchurch</li> </ul>
<b>Team Management &amp; Development</b>	<ul style="list-style-type: none"> <li>• Oversee and manage the priorities of direct report(s) and provide advice and assistance on a range of tasks related to their role(s), as and when required</li> <li>• Take primary responsibility for recruiting, motivating, and performance managing staff to meet or exceed organisational objectives</li> <li>• Through regular communication, ensure staff have a clear understanding of their role, their work priorities and how their work aligns to ChristchurchNZ strategic priorities</li> <li>• Lead, mentor and inspire staff to achieve their goals and work effectively as a team</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure poor performance of your staff is addressed within agreed time frames ensuing consultation with your manager where appropriate</li> <li>• With support from the People &amp; Culture team, ensure all employee paperwork is complete and current including position descriptions, appropriate employment agreements and annual KPIs</li> <li>• Contribute to management forums for the development of ChristchurchNZ's 'people' strategy including engagement, recognition, performance improvement and review programmes</li> </ul>
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## ChristchurchNZ ways of working

<p><b>Leadership</b></p>	<ul style="list-style-type: none"> <li>• Proactively provide solutions, recommendations that support bold ambition and addresses any emerging perception problems</li> <li>• Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit</li> <li>• Lead through influencing key allies and stakeholders towards creating ambassadors to achieve city business attraction goals</li> <li>• Participate fully in team meetings providing updates on project progress, new developments and other relevant information</li> <li>• Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them</li> <li>• Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance</li> <li>• Ensure a culture of safety and wellbeing is maintained both at work and in any environment in which the organisation could be considered to be operating</li> <li>• Identify and pursue opportunities to ignite bold ambitions</li> <li>• Be solutions focused and proactive with ideas to further strengthen the I&amp;BG impact on the city ambitions</li> </ul>
<p><b>Corporate Responsibility</b></p>	<p><b>Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes</li> <li>• Disciplined and regular use of CRM to enable a shared understanding of our stakeholders</li> <li>• Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy</li> </ul> <p><b>Commercial Capability</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams</li> <li>• Act with integrity and aim to over deliver on our commercial agreements</li> </ul>

	<p><b>Business Systems &amp; Compliance</b></p> <ul style="list-style-type: none"> <li>• Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role</li> <li>• Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems</li> <li>• Prepare reports in a timely and accurate manner as required</li> <li>• Approve payments and spending in line with the delegated authority associated with this role</li> <li>• Use the Projects &amp; Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money</li> </ul> <p><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost</li> <li>• Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs</li> </ul> <p><b>Maoritanga</b></p> <ul style="list-style-type: none"> <li>• Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection</li> <li>• Considers Maoritanga in all aspects of business, and engages with iwi where appropriate</li> </ul>
<p><b>Health &amp; Safety</b></p>	<ul style="list-style-type: none"> <li>• Comply with the Health and Safety Policy and processes at all times</li> <li>• Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating</li> <li>• Follow safe methods and take no unreasonable risks with your own or any other persons' safety</li> <li>• Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager</li> <li>• Seek assistance or advice where the safe method of completing a job is not known</li> </ul>
<p><b>Professional Development</b></p>	<ul style="list-style-type: none"> <li>• Proactively seek out relevant professional development activities to pursue in agreement with your manager</li> <li>• Keep up to date on industry trends in your field of expertise</li> </ul>

## Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives

External Relationships	Nature of the Relationship
<p>External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.</p> <p>Indicative external relationships for this role would include, but are not limited to:</p> <p>Local and Central Government, Callaghan, Spacebase, local business partnerships, Innovation Precinct, Canterbury Angels, Return on Science, Kiwinet, EDA's, key influencer associations, Christchurch Foundation, Chamber of Commerce, Property Council, DCL, CDHB, Canterbury Tech plus other domestic and international organisations as required</p>	<p>Stakeholder engagement and service delivery to achieve aligned outcomes</p>

## Qualifications, Knowledge and Experience specification

Demonstrated experience at converting in a business development role (at least 7 years)
Strong networking and influencing experience at a senior level within business and government
Demonstrated experience of developing strategic partnerships and collaborating to deliver results
Tactical and strategic when it comes to understanding the environment and what is required to convert high value strategic business partners
Engaging communicator able to articulate clearly, present confidently and develop effective enduring relationships
Demonstrated leadership skills leading a team of people to deliver strategic business objectives
Strong diplomatic skills to support senior level attraction conversations
Well connected with strong business networks outside of the region
At least 10-15 years operating at a strategic senior level within business, preferably across more than one industry
Strong commercial acumen and experience
Strong written and verbal communications
Proven Influencing and negotiation skills
Intermediate skills in MS Office

## General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.