



## Draft Job Description

<b>Position Title:</b>	Business Attraction Specialist
<b>Reports To:</b>	Business Attraction Manager
<b>Direct Reports:</b>	Nil
<b>Locations:</b>	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office)
<b>Status:</b>	Permanent Full-time, Salaried
<b>Date:</b>	October 2020

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

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

### Why is this role important?

This role will support the prospecting pipeline and conversion of key stakeholder and investor relationships to high impact businesses establishing a presence in Christchurch.

### What this role is about?

<b>Strategy</b>	<ul style="list-style-type: none"><li>• Contribute to the development and execution of the Business Attraction strategy</li><li>• Attract and facilitate investment that amplifies the Ōtautahi Recovery Plan, activities and ChristchurchNZ strategic priorities especially the creation of high value jobs</li><li>• In conjunction with your manager, develop a strong pipeline of opportunities to convert for the city working with key partners locally &amp; domestically and internationally</li><li>• Develop case studies and gather data that supports the Christchurch story for encouraging new business in the city</li><li>• Work with local business support agencies, networks and industry representatives to support activities that have a measurable impact on attracting businesses to the city</li><li>• Be a leader across the city business community demonstrating value, professionalism and quality in your work.</li></ul>
<b>Business Attraction</b>	<ul style="list-style-type: none"><li>• Develop strong operational networks with Key partners across both private and public sectors to identify, prospect, and close high value business opportunities that align to ChristchurchNZ's strategic objectives</li><li>• Work collaboratively with the marketing team to develop and execute attraction marketing campaigns that target key audiences and countries to ensure a strong pipeline for potential conversion</li></ul>

	<ul style="list-style-type: none"> <li>• Articulate the Christchurch story positively and regularly with NZTE and MBIE working collaboratively with them to amplify our efforts to achieve attraction objectives.</li> <li>• Prioritise, influence, and build relationships across key stakeholders, investors and associations that support our attraction ambitions and delivers outcomes to accelerate growth</li> <li>• Contribute collaboratively to the local business ecosystem by attending key industry functions effectively sharing information on how we can contribute to and investment attraction and looking for opportunities for ChristchurchNZ to add value</li> <li>• Actively share expertise in business and investment attraction across the organisation to contribute to the wider organisational deliverables and to ensure we leverage all opportunities to share and reach new markets</li> <li>• Articulate and present the Business Attraction strategy and ChristchurchNZ's bold ambition to prospective businesses and stakeholders</li> <li>• Articulate Christchurch's Supernode strategy to relevant prospective businesses, investors and stakeholders</li> <li>• Manage your CRM pipeline and activity</li> <li>• Report on KPIs monthly and when requested</li> </ul>
<b>Sharing the Story</b>	<ul style="list-style-type: none"> <li>• In conjunction with the marketing team, support the development of business attraction collateral to effectively connect with our target audiences</li> <li>• Lead the delivery of key case studies that effectively tell the business attraction story</li> <li>• Capture key insights, contact information and proof points to continuously improve your work and share content for improving the impact of business attraction efforts</li> <li>• Develop and maintain productive referral relationships which will aid in ChristchurchNZ promotions</li> <li>• Identify and support business event opportunities for the city</li> </ul>

## ChristchurchNZ ways of working

<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit</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> </ul>
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	<ul style="list-style-type: none"> <li>• Ensure a culture of safety and wellness 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> </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> </ul>

	<ul style="list-style-type: none"> <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>
<b>Professional Development</b>	<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

<b>Internal Relationships</b>	<b>Nature of the Relationship</b>
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
<b>External Relationships</b>	<b>Nature of the Relationship</b>
<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>Christchurch City Council, MBIE, NZTE, Callaghan, Spacebase, local business partnerships, Innovation Precinct, Canterbury Angels, Return on Science, Kiwinet, EDA's, key influencer associations, tech cluster, Christchurch Foundation, Property Council, Canterbury Tech, Powerhouse Ventures Ltd plus other domestic and international organisations as required</p>	Stakeholder engagement and service delivery to achieve aligned outcomes

## Qualifications, Knowledge and Experience specification

Demonstrated experience at converting in a business development role (at least 4 years)
Networking and influencing experience at with business and government partners
Demonstrated experience of developing key partnerships and collaborating to deliver results
Strong operational experience when it comes to understanding the business 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
Strong influencing and negotiation skills
Proven experience in driving commercial outcomes and delivering across business plans
Proven self-starter and development of networks across all levels of stakeholder groups
Strong written and verbal communications

Excellent self-leadership and strong relationship skills
Strong domestic business networks both within and outside of Canterbury, international networks desirable
Proactive and solution orientated
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.