



WHANGANUI DISTRICT COUNCIL

Te Kaunihera a Rohe o Whanganui

STRATEGIC LEAD – AGRIBUSINESS Position Description

Post Number: EMV 728

PD Created / Modified: February 2019

Department/Group: Whanganui and Partners

Responsible To: CEO Whanganui and Partners

Location: Innovation Quarter, St Hill Street, Whanganui

Position Purpose: **This position exists to:**

- Be a catalyst for economic growth through the agribusiness sector, with responsibility for supporting growth in current businesses and attracting new business and investment to Whanganui, in order to increase local employment and greater investment in the local economy.
- Supporting the reputation of Whanganui through the creation of newsletters, economic reports, prospectus and other publications. Analyse and provide an insight on economic trends and evaluate investment potential and business attraction opportunities for Whanganui.
- Examine and interpret data from different sources, provide understanding of the impact this will have for investment decision making and develop business plans, business cases and Investment memorandums as appropriate.

Whanganui District Council Vision

Whanganui: Leading Edge:

- A deeply united community
- Connected
- Innovative and creative
- Safeguarding our place
- Works for everyone

Whanganui District Council Purpose

SUSTAINING *the safety and welfare of our community*

SUPPORTING *richness and opportunity through education, lifestyle and commerce*

PRESERVING *our exceptional heritage and infrastructure*

PROTECTING *our environment and Awa*

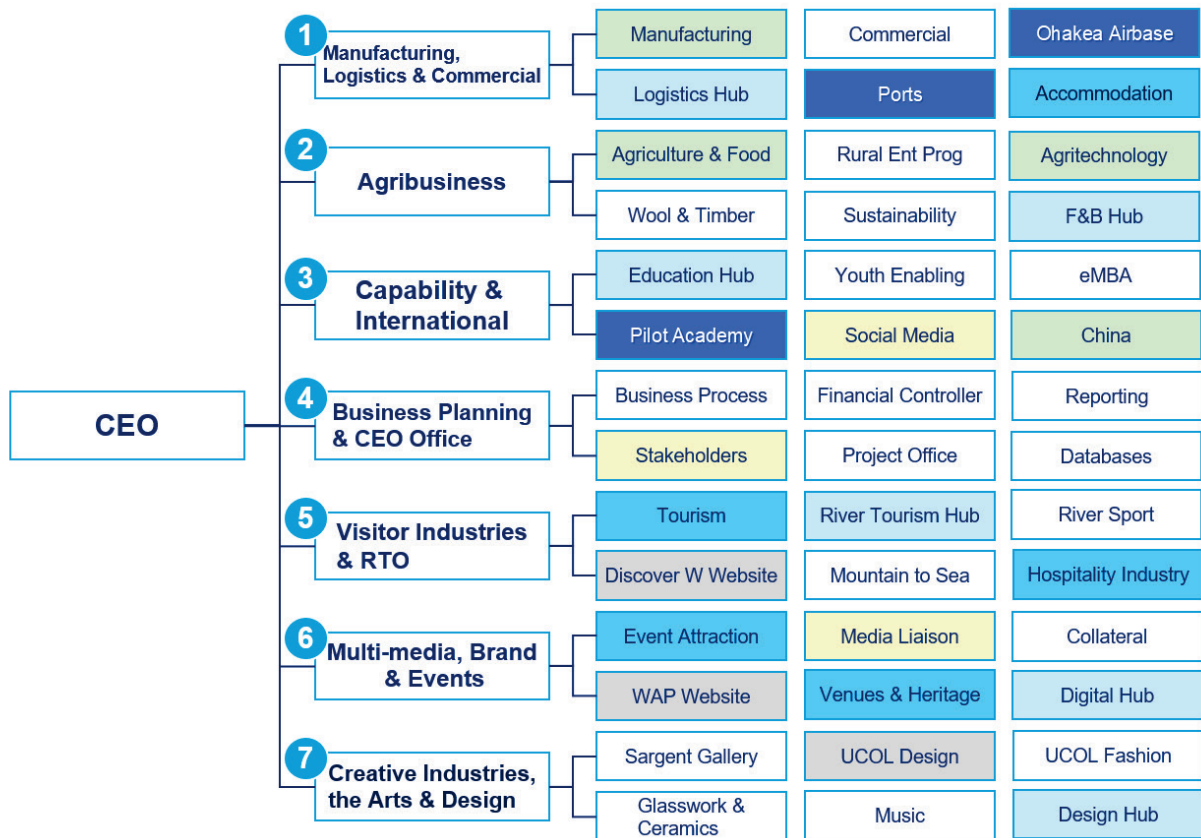
Our Values

- Positive and encouraging
- Collaborative brilliance
- Make great happen

Whanganui & Partners (W&P)

The attached Statement of Intent (SOI) sets out the strategic framework, activities and performance measures for the financial year.

Department Structure



Functional Relationships

Key Internal and/or external contacts	Nature of the contact most typical: <i>(e.g. courtesy, understanding others, giving/receiving information, explaining things, liaising, advising, gaining cooperation, facilitating, influencing and persuading, resolving minor conflicts, mediating, negotiating, formal negotiation, supervising, leading.)</i>
External	
<ul style="list-style-type: none"> Steering Group of the Rural Enterprise Project Whanganui District Rural Community Board Whanganui agribusinesses and the farming industries Local iwi Regional economic partners – New Zealand Trade and Enterprise, CEDA, Te Manu Atatu Key land-based food and fibre production operations Venture Taranaki Neighbouring Councils Government agencies especially MPI Business Champion Network 	<ul style="list-style-type: none"> Co-operation, courtesy, exchanging of routine information. Explaining things to people, clarifying and understanding. Gaining input, cooperation, advising, resolving minor conflicts. Facilitating, motivating, persuading. Developing and implementing/leading joint initiative project plans. Developing and promoting business and investment attraction activities and detailed documents.
Internal	
<ul style="list-style-type: none"> Whanganui and Partners colleagues WDC internal team Elected members 	<ul style="list-style-type: none"> Co-operation, courtesy, exchanging of routine information. Explaining things to people, clarifying and understanding. Gaining cooperation and advising. Facilitating, motivating, persuading. Developing and implementing/leading joint initiative project plans.

Responsible For:

Direct Management of Staff:	Nil
Indirect Management of Staff:	Nil

Financial Responsibility:

Delegated Authority:	In accordance with WDC delegated authority guidelines
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Operating Budget:	Nil
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Key Task Summary:

The position of **Strategic Lead – Agribusiness** encompasses the following major functions or Key Result Areas:

1. Engagement and Relationship Management
2. Economic and Financial Analysis
3. Business Analysis
4. Manage Project Priorities
5. Customer Service
6. 10 Year & Annual Planning Process
7. Emergency Management
8. Risk Management
9. Health & Safety
10. Professional Development and Training
11. Other

Key Result Area:	Job holder is successful if:
1. Engagement and Relationship Management	
<ul style="list-style-type: none"> Take the Rural Enterprise Project into Phase-2, securing further PGF funding and executing the programme with key partners and stakeholders. Co-develop WAP Statement of Intent and Business Plan on an annual basis. Facilitate the operation of the Business Champion Network. Develop effective relationships with existing business, Iwi, industry, education and other stakeholders to realise economic development opportunities for the Whanganui District. Proactively generate leads, secure appointments and provide assistance in the delivery of business & investment attraction proposals to prospective clients. Manage, liaise and facilitate business development enquiries and projects. Develop and maintain a business visitation programme aimed at developing relationships with key businesses in order to identify their future plans and key concerns and monitor the potential for growth of key industries. 	<ul style="list-style-type: none"> An up-to-date regional stakeholder database and business/client CRM system is maintained and contacts utilised to promote projects and investment opportunities. Effective communication and working relationships are established and maintained with stakeholders both internal and external. A process for formal recognition of partnerships established. A business visitation programme is developed by 31 May each year, and reviewed annually thereafter to the satisfaction of the Manager Whanganui & Partners. On-going work is complementary to and coordinated with other partners working in the business environment and co-ordinated with Whanganui and Partners team members activities. The business sector is advised of relevant business, development and funding opportunities. Investment and developments take place as a direct result of business cases developed.

<ul style="list-style-type: none"> • Liaise and work with Iwi, neighbouring Councils, CEDA, Venture Taranaki, New Zealand Trade and Enterprise and the business champion network to link into regional and local initiatives of importance to Whanganui. • Develop a strong understanding and working knowledge of WDC, its objectives, strategies, policies and key personnel. This includes establishing a network of contacts across the organisation to ensure clear lines of communication and collaboration. • Represent Whanganui at regional and local meetings and forums on the development of economic initiatives and policies aimed at encouraging economic growth, development and creating employment opportunities. 	<ul style="list-style-type: none"> • Positive feedback is received by the Manager Whanganui & Partners about interactions and work undertaken.
2. Economic and Financial Analysis	
<ul style="list-style-type: none"> • Analyse and provide an insight on economic trends and evaluate investment potential and business attraction opportunities for Whanganui. • Provide these analyses to the REP. • Provide these data into the WAP Sol and Business Plan. 	<ul style="list-style-type: none"> • Due diligence on companies and industries is made available by researching, reading financial statements and market data. • Up to date with market developments, new investment opportunities and all other areas that can affect the markets, e.g. movements in the economies of relevant sectors and countries. • Information available on how the economic implications of factors such as natural disasters, weather, wars, etc. might affect the performance of companies and the Whanganui economy. • Able to make recommendations to Whanganui and Partners Manager, investors and entrepreneurs, being able to position ideas and articulate about the risk or payoff for each recommendation.

3. Business Analysis	
<ul style="list-style-type: none"> • Examine and interpret data from different sources, provide understanding of the impact this will have for investment decision making and develop business plans, business cases and Investment memorandums as appropriate. • Develop an annual action plan from the economic development strategy for business and investment attraction. • Focus on increasing sustainable employment growth in the district. 	<ul style="list-style-type: none"> • Analysis available of financial information relating to specific companies, e.g. company results, profit and loss, balance sheet and cash flow statements to determine how an organisation is positioned to deliver for investors or a business case can be developed. • Monitor the financial news using specialist media sources. • Provide financial modelling and projections for projects and business cases. • Draft and write research reports, business cases, business plans and investment memorandums. • Meet with and provide information to investor groups and entrepreneurs; this might include, summaries of research, investment ideas, key events from the markets as well as key drivers for the future. • Ensure that all compliance regulations are met. • Recommended projects are implemented on time and to budget.
4. Manage Project Priorities	
<ul style="list-style-type: none"> • Complete detailed planning and scheduling and manage resource allocation. • Contribute to maintaining the overall responsibility for the delivery of projects to the required quality, schedule and budget. • Assist to devise and implement risk management programs. • Deliver to the financial objectives for the project. • Reporting to management on project progress and relevant issues. 	<ul style="list-style-type: none"> • Project plans are adequately detailed to include all aspects of the specific project. • An ability to apply sound project management principles is demonstrated to delivery projects to customers – regardless of size and complexity. • All project stakeholders are effectively communicated with. • All project risks are appropriately managed or mitigated. • Projects are delivered on time and to budget.

5. Customer Service	
<ul style="list-style-type: none"> • Demonstrate a “customer first” culture within the team, group and in the wider organisation. • Act as a Customer Advocate in the team, group and in the wider organisation. • See customer feedback as an opportunity to improve service. • Develop partnerships within the organisation to meet customer needs. • Contribute to the development of customer focused policies and procedure. 	<ul style="list-style-type: none"> • There is demonstrated application of the Customer First and associated guidelines. • Availability for customers is ensured. • There is evidence of understanding of the needs of the customer. • Evidence of improving customer service. • Any appropriate Service Level Agreement requirements are met. • CRM and correspondence are responded to in required timeframe. (Where appropriate). • Customer queries/requests are followed through in manner that ensures closure.
6. 10-Year & Annual Planning Process	
<ul style="list-style-type: none"> • Support and participate in the 10 Year & Annual Planning Process for the Council when required. 	<ul style="list-style-type: none"> • The Project Manager receives effective support in achieving the Council’s statutory obligations in the development of the plans.
7. Emergency Management	
<ul style="list-style-type: none"> • Support and participation in Emergency Management for Council when required. 	<ul style="list-style-type: none"> • The Emergency Manager receives effective support in achieving the Council’s statutory and community obligations in emergency and risk management. • Effective and active participation, and, where appropriate, the release of staff for emergency response situations and planned training.
8. Risk Management	
<ul style="list-style-type: none"> • Compliance with Risk Management. 	<ul style="list-style-type: none"> • Best practice risk management procedures apply to all projects and activities. • Compliance with Council risk management policies and procedures. • Risks associated with functions managed/policies being developed are accurately identified, evaluated and reduced.

9. Health and Safety	
<ul style="list-style-type: none"> • Comply with all safe work procedures, policies and instructions. • Report all incidents, hazards/risks and injuries to supervisors in a timely manner. • Actively participate in the ongoing development of safe workplace practices in the Whanganui District Council. • Take personal responsibility for own safety without putting others at risk. 	<ul style="list-style-type: none"> • Comply with any reasonable instruction that is given to you by the PCBU or your Manager. • Timely, full and accurate completion of incidents on the H & S electronic reporting. • Participate in all Whanganui District Council Health & Safety Induction programmes and updates as and when required. • Demonstrate commitment to Health & Safety for yourself and your work colleagues.
10. Professional Development and Training	
<ul style="list-style-type: none"> • Professional Development/Training Needs. • Undertake SOLGM Emerging Leadership course in 2019. 	<ul style="list-style-type: none"> • Own training needs are identified through appraisal and training needs analysis. • Agreed training programmed/development opportunities are taken up. • Knowledge of both management and professional areas remains up to date.
11. Other	
<ul style="list-style-type: none"> • Special projects are completed from time to time, meeting quality standards and deadline requirements. • Ability to travel away overnight and to respond to emergency situations. • Undertake other activities as designated by the Chair of Whanganui & Partners and General Manager Strategy. 	

Note:

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

Work Complexity
<ul style="list-style-type: none"> • Managing external relationships and lead implementation of joint projects. • Liaison with operational areas of Council and development of strategies and projects. • Dealing professionally with customers/clients to achieve win-win outcomes for all parties. • Professional interaction within local government political environments. • Understanding the differences of working within a government organisation and communicating that effectively to the business community. Advocating for and assisting developers, entrepreneurs, and investors navigate regulatory environment. • Understanding commercial imperatives and working with businesses. • Clarifying and prioritising tasks to best meet Economic Development project and programme outcomes. • Managing a number of tasks/ jobs at the same time and ensuring that all deadlines are met. • Business and investment analysis, business case and Investment Memorandum writing, and Report writing. • Understanding and communicating statistical information.

Person Specification:

Qualifications	
<p>It is expected that, with limited supervision, the candidate will be able to delivery each of the key objectives of the role. It is therefore expected that they will have:</p> <ul style="list-style-type: none"> • Superior experience in dealing with local, national and international organisations. • Highly developed interpersonal skills with excellent written and verbal communication abilities. • Strong IT and computer skills. 	
Essential:	Desirable:
<ul style="list-style-type: none"> • Tertiary qualification and/or private sector business, finance, accounting, or economic experience. • Proven experience in financial and business analysis. • Well-developed commercial acumen and negotiation skills. 	

Technical Knowledge/Experience	
Essential:	Desirable:
<ul style="list-style-type: none"> • Exceptional professional communication and relationship management skills. • Experience in strategic business planning, project management and delivery. • An understanding of macro and micro economics. • Practical knowledge of business marketing. • Proven ability to gather market intelligence and identify market trends. • Qualitative report writing skills. • Ability to turn potential opportunities into business ventures. 	<ul style="list-style-type: none"> • Local or central government experience. • Well-developed public relations and media management skills. • Ability to speak more than one language.
Personal Attributes	
<p>The following levels would typically be expected for the 100% fully effective level"</p> <ul style="list-style-type: none"> • Professional and charismatic leadership presence. • An understanding and appreciation of Iwi philosophy. • Dynamic interpersonal, rapport-building and communication skills and behaviours. • An outgoing, professional with the ability to develop, influence and maintain excellent working relationships with all key stakeholders. • Demonstrated ability for developing and maintaining collaborative and co-operative partnerships at all levels. • A flexible strategic thinker, who is enthusiastic, passionate, articulate and persuasive. • An ability to use initiative and take responsibility for a task from beginning to end. • Energetic, engaging and enthusiastic 'can do' attitude and approach and a drive to achieve goals. • An interest in local government. 	

Key Skills/Attributes/Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Working Knowledge	Council Policy <ul style="list-style-type: none">Understands and follows Council policies and procedures and how they affect the tasks and responsibilities in one's job. Computer Aptitude <ul style="list-style-type: none">Understands PC operations such as operating systems, common spreadsheets and word processing software. Uses this knowledge to improve one's ability to perform job duties. Legislation <ul style="list-style-type: none">Understands relevant laws and regulations and how they affect the tasks and responsibilities in one's job. (e.g. H&S, ERA etc.)
Awareness	Health and Safety <p>Understands Health and Safety in the Workplace and hazard identification.</p>

Variation

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Acceptance of Position Description:

I have read the attached Position Description and agree that it represents the duties I will perform for the above position.

Employee: _____ Dated: _____

Manager: _____ Dated: _____