

## Position Description

<b>Position title:</b>	Marketing & Operations Manager
<b>Reports to:</b>	Chief Executive Officer - Business Hawke's Bay
<b>Direct Reports:</b>	Hawke's Bay Business Hub Concierge
<b>Internal relationships:</b>	Hawke's Bay Business Hub members, Business Hawke's Bay Programme Managers and Contractors, Executive Assistant to CEO, BHB Board
<b>External relationships:</b>	Businesses, Iwi/Hapu, existing/prospect Sponsors, business support service providers (including start-up support), Hawke's Bay Business Hub members and their stakeholders, Business Hub service providers, central Government agencies, local government, media, tertiary training institutes

### Organisational summary

Business Hawke's Bay (BHB) is the region's business-led economic development agency. Created in 2011, BHB was incorporated in July 2013. BHB is supported by a Board of business leaders and consists of a small and passionate team that uses a collaborative approach working closely with stakeholders to drive business growth at the local level. Our purpose is to facilitate insights, advice and introduction to business services, to create highly profitable, sustainable Hawkes Bay businesses.

BHB also leads/participates in regional projects to stimulate business growth. An example is the establishment of the Hawke's Bay Business Hub (HBBH).

BHB is a participant for the development and implementation of the Matariki Hawke's Bay Regional Economic Development Strategy (REDS). The REDS informs this Position Description.

The organisation is primarily funded through private sector sponsorship and local government. Central Government agencies may also fund BHB to deliver specific initiatives.

### Key purpose of the role

The primary focus of this role is threefold:

1. To implement marketing for BHB and HBBH
2. To manage the HBBH operations
3. To facilitate specified BHB-led/co-led actions in REDS

### Hours of work

This is a 1.0FTE permanent position. The normal hours of work are 40 hours per week, between the hours of 8.30am-4.30pm on Monday-Friday. The Marketing & Operations Manager may be required to work different hours on occasion to perform the role. The salary fully compensates the Operations and Marketing Manager for all hours worked.

### Location

Based predominantly at the Hawke's Bay Business Hub located at 36 Bridge Street, Ahuriri, Napier. BHB's territory extends across the whole of the Hawke's Bay region from Waipukurau in the south, to Wairoa in the north. Some travel throughout Hawke's Bay and other NZ locations may be required.

## Remuneration

As per the agreed base salary. An additional annual bonus component will also be determined on achievement of KPIs. A laptop will be provided by BHB as a business resource. Mileage for usage of a personal vehicle for business purposes will be calculated based on the AA standard rating. Business calls made from a personal mobile will be reimbursed.

## Key Performance Indicators

Key Result Area	Tasks	KPIs
BHB & HBBH Marketing Communications Strategy Development	Strategies, actions plans, and budgets are developed for: <ul style="list-style-type: none"> <li>• Brand positioning &amp; development</li> <li>• Marketing communications</li> </ul>	1. Plans and budgets confirmed by CEO
BHB & HBBH Marketing Communications Implementation	Implement marketing communications plan including but not limited to: <ul style="list-style-type: none"> <li>• The development &amp; maintenance of websites</li> <li>• Social media</li> <li>• Media/PR/Advertising</li> <li>• Database management &amp; EDMs</li> <li>• Facilitating enquiries from business people wanting to locate in Hawke's Bay</li> <li>• Liaison with Great Things Grow Here &amp; NZ Story</li> <li>• Managing relationships with service providers</li> <li>• Preparation of Annual Report(s)</li> </ul>	2. Plan and budget for the BHB website redevelopment agreed by CEO 3. On average, at least one BHB or HBBH story published per month 4. Annual report published
HBBH Better by Design 2016/2017	Facilitate the planning and delivery of Better by design at HBBH	5. BBD workshop is delivered 6. BBD action plan is developed and its implementation is being managed/reported

Key Result Area	Tasks	KPIs
Sponsorship & Stakeholder Management	<ul style="list-style-type: none"> <li>• Develop partnering plan and propositions to provide further financial and in-kind support for both BHB and HBBH</li> <li>• Facilitate BHB &amp; HBBH events to share outcomes with stakeholders</li> <li>• Prepare submissions, reports &amp; presentations for Councils</li> <li>• Host visitors interested in the HBBH initiative</li> </ul>	<p>7. Partnering propositions developed &amp; agreed with the CEO &amp; Board</p> <p>8. Minimum of 4 stakeholder events per annum</p> <p>9. Submissions, reports and presentations are published as required by local government stakeholders</p>
HBBH Operations Management	<ul style="list-style-type: none"> <li>• Provide oversight of HBBH H&amp;S systems and establish a system to review and prioritise any actions</li> <li>• Facilitate annual planning with HBBH members</li> <li>• Prepare annual opex budget, approve invoices, and provide financial management oversight</li> <li>• Review lease commitments and manage licences to occupy</li> <li>• Identify and develop propositions for target prospects of new licences to occupy</li> <li>• Manage and review all service providers</li> <li>• Implement &amp; maintain the Visitor Management System and survey /EDMs as agreed with HBBH members</li> <li>• Support existing and new members to induct new people at HBBH</li> </ul>	<p>10. H&amp;S system is being implemented</p> <p>11. Actual opex is at or below budget</p> <p>12. BHB's annual lease commitment is being met</p> <p>13. Visitor management system is implemented</p>
HR Management	<ul style="list-style-type: none"> <li>• Fully manage the Concierge function</li> <li>• Arrange cover for the Concierge as required</li> </ul>	<p>14. Concierge service</p>

Key Result Area	Tasks	KPIs
HBBH Strategic Outcomes	<ul style="list-style-type: none"> <li>Review the Business Hub success measures with the BHB Board and HBBH Members and prepare/implement a simple system for the monitoring of success measures for the HBBH</li> <li>Support the CEO to develop a plan to ensure sustainable operation of HBBH</li> </ul>	15. Measurement plan agreed and implemented
Support CEO	<ul style="list-style-type: none"> <li>Deputise for the CEO when requested to chair meetings</li> <li>Participate at meetings with Councils when requested by CEO.</li> </ul>	16. Four examples of support provided to CEO when requested

### Matariki – Hawke's Bay Regional Economic Development Strategy

The Marketing & Operations Manager will support the CEO, the BHB team and REDS partners to implement the Matariki - Hawke's Bay Regional Economic Development Strategy. In particular, to support BHB's lead facilitation role in the following actions:

REDS Action	Tasks
Action 3.2: Explore the establishment of an incubator for small businesses incorporating a business accelerator programme linked to existing and potential new co-working spaces	Co-lead this action with NCC and in partnership with Councils, Iwi, Hapū, Private Sector, & Callaghan Innovation
Action 3.3 Establish accessible business growth services to firms across the Region	Co-lead this action with TPK and in partnership with Councils, Iwi, Hapū
Action 3.4 Identify start-ups and high growth firms and identify barriers to growth and local capability	Lead this action in partnership with the Regional Business Partners
5.7 Promote greater business agility and connectivity through better use of digital technology	Lead this action in partnership with Councils, Iwi, Hapū, NZTE, Private Sector
6.2 Develop a targeted regional strategy for the attraction of businesses, investment and migrants	Co-lead this action with Councils and in partnership with Iwi, Hapū, NZTE Private Sector

The REDS action plan is a living document. Measurements, partners, roles and responsibilities will be more clearly defined during the planning and implementation of each action. The KPI for the Marketing & Operations Manager will be to give examples of support provided for the delivery of the actions.

## Person Specification

### Experience/Knowledge

• Ideally degree qualified, with a business discipline.
• 3+ years' experience in a marketing role
• Experience in project/programme management and the coordination of multiple stakeholder relationships is highly desirable.
• Additional experience in business development, sponsorship management, and business growth support would be advantageous.
• Relationships with Government business support/growth agencies is desirable.

### Key Competencies/Attributes

Competency	Definition
<b>Collaborative</b>	Works cooperatively and effectively with others to achieve common goals. Develops cooperation and teamwork while participating in a group. Works toward solutions which generally benefit all involved parties.
<b>Results Orientation</b>	Able to identify options and establish courses of action, goals, methods and resources for self and others. Actively influences events and outcomes rather than passively accepting things. Sees opportunities and acts on them. Originates effort.
<b>People Savvy</b>	Has an awareness of other people and is mindful of how actions and words impact on others. Shows a consideration for the feelings and needs of others. Able to 'read' people and adjust style accordingly.
<b>Resourceful</b>	Able to assimilate information from a variety of sources to integrate and apply different ideas and approaches to accomplish a goal. Acts effectively and imaginatively to overcome difficulties and obstacles.
<b>Strategic Thinker</b>	Capable of thinking conceptually, imaginatively, systematically, and opportunistically with regard to attaining goals and desired outcomes.
<b>Reliable/Trustworthy</b>	Shows commitment, dedication and accountability in one's work, and follows through on all projects and agreements. Contributes to and supports others.
<b>Client Orientation</b>	Able to assimilate information from a variety of sources in order to integrate different ideas and approaches to accomplish a goal for the customer. Meets and exceeds customer needs to ensure satisfaction.
<b>Team Leadership</b>	Communicates vision and strategy in ways that gain the support of others. Mentors, motivates and guides others toward goals.
<b>Communication Skills</b>	Proficient in understanding, influencing, and interpreting information from others and interacting to achieve positive outcomes.