

## Business Development Manager

<b>Reports To:</b>	Director Industry
<b>Location:</b>	Auckland
<b>Direct Reports</b>	Nil
<b>Tenure</b>	Fixed term – full time (Parental Cover)
<b>Last Reviewed</b>	December 2020

### Public Service Commission Statement

Mahi tōpū ai ngā Kaimahi Tūmatanui e whai tikanga ai te noho a ngā tāngata o Aotearoa. Hei tā te Public Service Act ko te pūtake o ngā Kaimahi Kāwanatanga, ko te tautoko i te kāwanatanga whai ture me te kāwanatanga manapori; ko te āwhina i te Kāwanatanga o te wā nei me ō anamata ki te whakawhanake, ki te whakatinana hoki i ā rātou kaupapa here; ko te tuku i ngā ratonga tūmatanui e nui ana te kōunga, e nahanaha ana anō hoki; ko te tautoko i te Kāwanatanga e tūroa ai te whai oranga o te marea; ko te huawaere i te whai wāhitanga o te kirirarau ki te ao tūmatanui me te whakatutuki i ngā mahi i runga i tā te ture i whakahau ai. E hiranga ana te wāhi ki a mātou ki te tautoko i te Karauna i ana hononga ki ngā iwi Māori i raro i te Tiriti o Waitangi. Ahakoa he nui ngā momo tūranga mahi, e tapatahi ana ngā kaimahi tūmatanui i roto i te whakaaro nui ki te hāpai i ngā hāpori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

The public service works collectively to make a meaningful difference for New Zealanders. The Public Service Act states that the purpose of the public service is to support constitutional and democratic government, enable both the current Government and successive governments to develop and implement their policies, deliver high-quality and efficient public services, support the Government to pursue the long-term public interest, facilitate active citizenship and act in accordance with the law. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi and te Tiriti o Waitangi. Whilst there are many diverse roles, all public servants are unified by a spirit of service to the community and guided by the core principles and values of the public service in our work.

### ENZ Organisational Statement

Education New Zealand's purpose is to take New Zealand's education experiences to the world for enduring economic, social and cultural benefits.

Education New Zealand (ENZ) aims to help our industry achieve growth through our research and marketing programmes, collaboration with our international education partners, our involvement in student recruitment and business development initiatives.

### Group Purpose – Partnerships

The purpose of the Partnerships and Marketing Group is to lead, drive, coordinate and implement strategies and initiatives to build the long-term sustainability of New Zealand's international education industry. This is to be achieved by:

- Building a comprehensive understanding of existing education providers and their plans
- Developing the value proposition for a NZ education for international students

- Identifying gaps between sector activities and capability
- Developing and delivering services needed to drive the industry forward
- Providing insight and guidance into the international activity planning processes
- Leading and providing support to the education industry to establish and maintain relationships with foreign education institutions
- Positioning, developing and providing guardianship of NZ's international education brand
- Leading research and insights across student attraction, experience and alumni
- Reviewing and refining the channel strategy across digital, social markets, and other channels
- Developing and delivering activity to attract students across a range of channels
- Leading and driving the student experience in New Zealand, including students' well-being
- Leading strategy and activity for building a valued alumni network of students who have had an international education experience
- Developing advocacy across past and present students
- Maximising and leveraging NZ's and ENZ's scholarship assets, developing a strategic approach to NZ government co-ordination of scholarships
- Coordinating across Education New Zealand's major markets and marketing initiatives
- Identifying and developing new programmes, new industry entrants and new business models
- Building alignment across ENZ Groups to maximise information sharing, thought leadership and co-ordination of effort.

## Role Purpose

The Business Development Manager is responsible for:

- Proactively working with industry customers, to identify and further develop prospects for innovation, market and product development in response to market demands.
- Contributing to initiatives that grow the capability of the industry.

## Relationship Management

The position maintains close and effective working relationships with:

<b>Internal</b>	<p>Industry Development Group: Business Development Managers Project Managers and support staff</p> <p>ENZ: International Group Student Marketing Group, Strategy and Insight Group and Stakeholders and Communications Group</p>
<b>External</b>	<p>Designated education providers and services exporters</p> <p>Sector peak bodies or associations</p> <p>Economic Development Agencies, Local Authorities, and regional industry groups</p> <p>Sector clusters and special interest groups</p> <p>Other agencies that develop policy and/or regulate industry operations (e.g. NZQA, MoE, TEC etc.)</p> <p>Other agencies that provide services to support international education providers (e.g. NZTE)</p>

## Key accountabilities for this position

In this position you are responsible for delivering on the following key accountabilities:

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Level 5, Lambton House, 160 Lambton Quay, PO Box 12041, Wellington 6144, New Zealand

<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>Engages proactively with a portfolio of our industry customers (providers, peak bodies and regions) to achieve the ultimate goal of increasing their capability, growth and internationalisation. This is achieved through inspiring confidence in the industry, forming and maintaining a disciplined customer engagement process, and ensuring progress against objectives and delivery of outcomes.</li> <li>Connects industry customers with an appropriate range of ENZ products and services as the key ENZ contact person.</li> <li>Manages and/or contributes to ENZ strategic growth projects related to industry customers.</li> <li>Maintains consistent and accurate information relating to industry customers to increase the ability of ENZ to add value.</li> <li>Contributes to initiatives designed to grow business capability of industry customers,</li> </ul>
<b>Customer Management</b>	<ul style="list-style-type: none"> <li>Acts as the primary customer contact point for ENZ</li> <li>Is the custodian of the ENZ customer relationship and represents the customer internally</li> <li>Substantiates and challenges the customer's international growth plans</li> <li>Defines the scope, coordinates work plans and organises delivery of Engagement Plan actions within ENZ</li> <li>Responds on a timely basis to all new leads and opportunities for the customer including those outside the agreed Engagement Plan</li> <li>Initiates and leads the customer review of progress against Engagement Plan objectives and actions</li> <li>Gathers and maintains the integrity of customer data and ensures relevant information / customer interaction is updated on a timely basis</li> <li>Ensures the smooth transition or handover of individual customer accounts (where relevant)</li> </ul>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>Creates an inclusive, collaborative one-team approach to ensure work and engagement with customers is informed, organised, professional and value adding</li> <li>Maintains oversight of all relevant customer communications, both informing other stakeholders and proactively seeking to be kept informed where there are multiple customer touch points across ENZ</li> </ul>
<b>Strategic Relationships</b>	<ul style="list-style-type: none"> <li>Develops and maintains a positive network of strategic relationships with key stakeholders, influencers and decision makers</li> </ul>
<b>Professional Behaviour</b>	<ul style="list-style-type: none"> <li>Work collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made</li> <li>Lead and model ENZ's Ngā Manapou with the rest of the organisation</li> <li>Promote the purpose, Ngā Manapou and beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business</li> </ul>

	<ul style="list-style-type: none"> <li>• Create and maintain corporate information to high standards to ensure ENZ can meet reporting obligations.</li> </ul>
<b>Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Takes reasonable care for his or her own health and safety</li> <li>• Takes reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people</li> <li>• Complies, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law</li> <li>• Cooperates with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff.</li> </ul>

## To be successful in this position

For this position the Business Development Manager needs to demonstrate the following:

- A tertiary qualification in international business, business management or another relevant discipline
- High level of business/commercial acumen, preferably with an international education or international business experience
- A deep understanding of the New Zealand education sector and international education industry,
- Highly developed communication skills including the ability to communicate succinctly in a variety of communication settings and styles, both through writing and orally
- Contract management skills
- Proven ability to analyse data to a high level
- Negotiation skills
- Proven ability to develop credibility and networks at a senior level within the New Zealand education sector
- Strategic capabilities, including assessment of strategic options, development and implementation of strategic projects
- Ability to identify and manage risk
- An ability to organise him/herself to achieve work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
- Respect for and alignment with the He Rautaki Maori strategy

## Ngā Manapou



## Role specific competencies

<b><i>Business Acumen</i></b>	Knowledgeable in current and possible future policies, practices, trends, technology, and information affecting the organisation.
<b><i>Integrity and Trust</i></b>	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
<b><i>Customer Focus</i></b>	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
<b><i>Peer Relationships</i></b>	Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers; won't let unresolved issues drift.
<b><i>Motivating Others</i></b>	Creates a climate in which people want to do their best; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.
<b><i>Innovation Management</i></b>	Has good judgement about which creative ideas and suggestions will work; can facilitate effective brainstorming; is willing to start something and make adjustments along the way; is not afraid to try something never done before.
<b><i>Cross-Cultural Agility</i></b>	Respects cultural differences and understands the need for flexibility.