

Position description

Position title: General Manager Engagement

Position type: Full-time permanent

Location: 31 Waiapu Road, Karori, Wellington

Reports to: Chief Executive

Purpose of the role

The General Manager Engagement leads our organisation's efforts to transform how people live with nature in towns, cities and beyond. They play a pivotal part in supporting our community to engage with and care for nature, and in doing so transform the future of our city and nation. This role is part of our Strategic Management Team who are charged with delivering the Zealandia Te Māra a Tāne 2016 long-term strategy [Living with Nature—Tiaki Taiao, Tiaki Tangata](#).

This role has direct oversight of key, externally focused areas of Zealandia Te Māra a Tāne operations, including the way we engage with people including mana whenua and tangata whenua, learners, partners, supporters, funders, other stakeholders, visitors, and the wider community. This involves leading a team of staff and volunteers devising and running programmes in bicultural engagement, learning, visitor experience, fundraising, marketing and communications. The team delivers quality, engaging activities that connect people with te taiao, and provide pathways for the next generation of New Zealanders to create a nature-rich future.

The person in this role will provide organisation-wide advice, guidance and strategic leadership to support our ongoing work to reflect te ao Māori and mātauranga Māori in our day-to-day operations. They will embrace our organisation's vision to be exceptional Te Tiriti Waitangi partners, and will foster partnerships with mana whenua and tangata whenua to support us in this area.

The nature of the role requires outstanding relationship management skills, creating strong and positive collaborative working relationships both internally and externally to the organisation. Relationships between all management colleagues are paramount to support cross-team working.

The person in the role will be supported by a team whose key responsibilities include: marketing and communications, programme development and delivery, implementation and reporting, business planning, resource allocation and cost management, day to day work flow, management and mentoring of their direct reports, and induction of staff, volunteers and interns.

Like all members of staff at Zealandia Te Māra a Tāne, the person in this role will be expected to actively uphold the principles of Te Tiriti o Waitangi, maintain and promote exceptional health and safety, and support the maintenance of biosecurity in the sanctuary.

Organisation background

Zealandia Te Māra a Tāne is a world class ecosanctuary in Wellington, New Zealand, with a 500-year vision to restore a unique 225ha forested valley. The Zealandia Te Māra a Tāne first generation of restoration effort has resulted in flourishing forests and the establishment of many native species, from hihi to tuatara. Looking forward, the next generation is focused on '[Living with Nature—Tiaki Taiao, Tiaki Tangata](#)'. *“We connect people with our unique natural heritage, and inspire actions that transform how people live with nature in our cities, towns and beyond”*. This purpose is visible through our leading education, conservation, restoration and engagement activities.

Zealandia Te Māra a Tāne is a not-for-profit organisation, and its conservation, restoration and outreach work is made possible by an award-winning sustainable business model. Funding currently comes from visitors and tours, our café, memberships, grants, sponsorships and donations. Every role in the organisation has some part to play in ensuring our 130,000+ visitors, 500+ volunteers and 18,000+ members are cared for and welcomed into the Zealandia Te Māra a Tāne community.

As an organisation we honour Te Tiriti o Waitangi. We accord value to te ao Māori (the Māori world), and support kaitiakitanga. All staff are encouraged to build capacity and confidence across te reo Māori, tikanga, te ao Māori and te Tiriti o Waitangi.

The Zealandia Te Māra a Tāne team

Zealandia Te Māra a Tāne is a medium size organisation, with around 100 people employed in different contexts. We pride ourselves on exceptional teamwork which is required from all staff, volunteers and members. The dynamic nature of Zealandia means it is an incredible place to extend and challenge yourself, have real on-ground outcomes for conservation and community engagement, and to be part of a successful team. Zealandia Te Māra a Tāne is managed by the Karori Sanctuary Trust. To find out more please go to www.visitzealandia.com/

About this position description

As Zealandia Te Māra a Tāne's work and priorities change over time, so will the requirements of each of its staff. As such, this document is not intended to represent the role that the occupant will perform in perpetuity. This position description is intended to provide an overall view of the role and responsibilities as at the date of approval. The specifics of the role will be reviewed on a regular basis and adjustments may be made to key responsibilities and accountabilities.

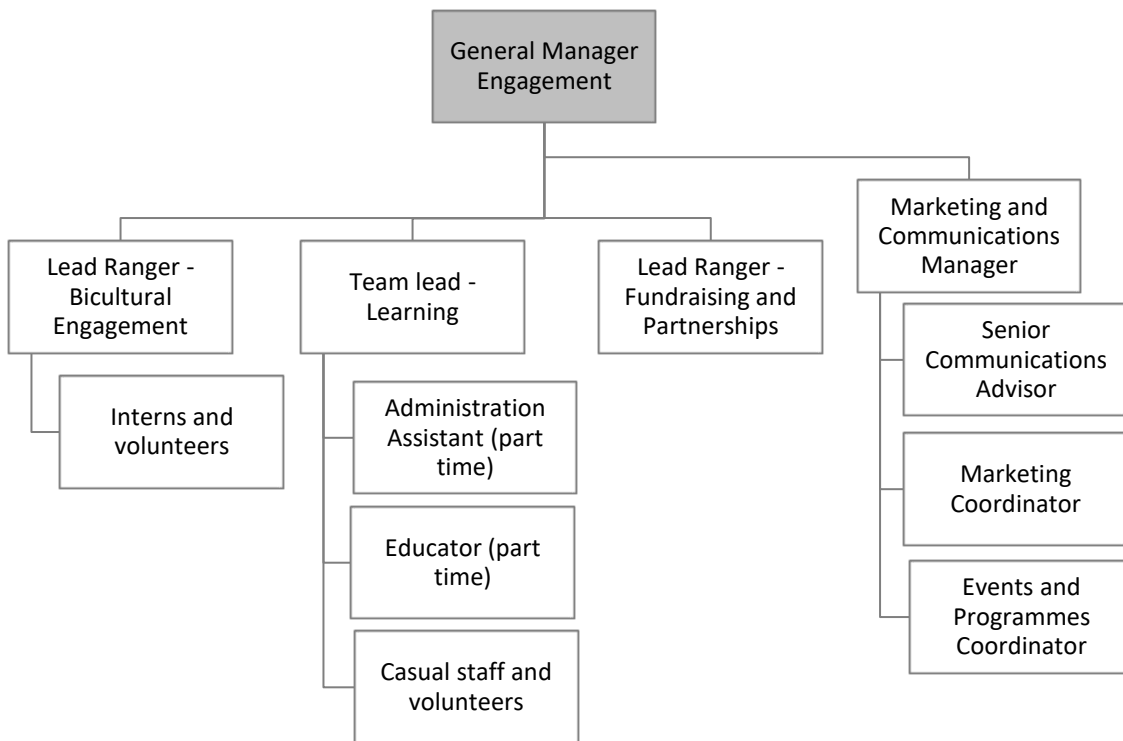
This position description details the minimum outcomes required for the position and for employment. Zealandia is a seven day per week operation. After hours and weekend work will be required from time to time. A non-smoking policy is effective on sanctuary land, with the exception of a designated smoking area.

The Learning and Engagement team

The General Manager Engagement and their team are responsible for operations covering:

- mana whenua partnerships and bicultural engagement
- marketing and communications
- media engagement
- learning and engagement programmes
- partnerships, fundraising and donor care.

The General Manager Engagement works closely with their direct reports who are specialists and highly skilled in their areas to ensure the highest standards are delivered across all work programmes in the areas of engagement. The work closely with the General Manager Commercial Development to ensure our commercial offering furthers Zealandia’s mission and aims, and to support with content and product development.



Key responsibilities

1. Relationship management

- Identify key stakeholders and develop, maintain and manage excellent relationships with all key contacts including mana whenua, learners, partners, supporters, funders and other stakeholders, visitors, the wider community, and Zealandia Te Māra a Tāne colleagues.
- Support the Zealandia Te Māra a Tāne team (staff and volunteers) in our mission to ensure a positive, enjoyable, enriching, inspiring and empowering experience for all who interact with our organisation.
- Foster and champion a can-do philosophy and provide an exceptional service to all relationships, internal and external.
- Work effectively and collaboratively as a team to ensure organisational priorities are achieved.
- Manage effective, collaborative cross-functional teams.
- Establish and nurture excellent working relationships with all Zealandia Te Māra a Tāne staff, and with other key stakeholders including partners and funders.
- Ensure standards are upheld and knowledge is shared within the wider team.
- Work closely with the other senior managers across the organisation to ensure effective cross-communication and support for all aspects of the engagement programme.
- Develop a positive people focussed team culture that contributes to the organisational culture.
- Embrace the Zealandia Te Māra a Tāne policies on environmental consciousness and sustainability.

2. Strategic and business planning, implementation and reporting

- Contribute to the development of the annual business plan in support of Zealandia Te Māra a Tāne strategy, *Living with Nature*.
- Oversee any necessary reviews, as well as implementation and maintenance of long-term strategies and plans for:
 - Te Tiriti o Waitangi commitments and bicultural engagement
 - Marketing and communications
 - Learning and engagement
 - Fundraising and partnerships
 - Other strategies and plans as required
- Develop and agree annual KPIs with the Learning and Engagement team and manage achievement of all KPIs.
- Lead, manage and support the Learning and Engagement team to deliver on the organisation's Learning and Engagement Strategy, and contribute to all aspects of achieving goals within the strategy.
- Maintain ongoing records of achievements against KPIs and contribute to Zealandia Te Māra a Tāne quarterly reports to WCC, and provide other reports (including to the Chief Executive, Board and for the annual report) as required.
- Develop and implement appropriate operational policies and procedures.
- Develop and agree the detailed budget for Learning and Engagement team as part of the annual budgeting process.
- Monitor and manage the relevant cost centres.
- Manage the above within budget and ensure adherence to delegated financial authorities.

3. Operations oversight

- Development and delivery of Zealandia Te Māra a Tāne’s marketing and communications plans to support engagement, commercial and fundraising activities.
- Support the development and delivery of Zealandia Te Māra a Tāne learning and engagement programmes that:
 - meet the goals and targets of funders and the organisation.
 - engage existing and new audiences with our wide range of conservation, research and learning work, including those from under-served and under-represented communities.
- Evaluate and review projects, programmes and initiatives on a regular basis.
- Set, manage and monitor targets and achievement against fundraising targets.
- Manage organisational Vulnerable Children and Adults police vetting checks.
- Lead, develop and grow our engagement through science-based and strategic communications, including through:
 - proactive story-telling across multiple formats around key projects
 - media management
 - development of content for social media and website platforms
 - valley interpretation and signage
 - strategically important organisational communications.

4. Cross-team collaboration

- Work closely with other leaders at Zealandia Te Māra a Tāne to deliver key cross-team strategic projects. Examples include the Sanctuary to Sea - Kia Mouriora te Kaiwharawhara project, enhancement of membership offerings, translocations or other restoration projects and by providing advice on the enhancement of the visitor experience through, for example, facilities maintenance and track upgrades.
- Maintain strong and positive internal working relationships to achieve key strategic outcomes.

5. Team leadership

- Work effectively and collaboratively with the wider Zealandia Te Māra a Tāne team to ensure organisational priorities are achieved, notably with the Commercial team where there are a number of synergies between operations and necessary delivery of marketing functions.
- Champion implementation of the organisation’s Te Tiriti Commitments policy and delivery frameworks and contribute to the leadership of the organisation as it continues to bring mātauranga and te ao Māori into all aspects of our work.
- Lead and manage direct reports, casual staff where appropriate, and interns and volunteers working in external engagement projects, providing direction, motivation and leadership to ensure the organisation’s objectives are achieved.
- Establish performance and development goals for staff through personal development plans, assessing performance and providing regular feedback.
- Manage the induction and training of Learning and Engagement team members, casuals, volunteers and interns and researchers
- Develop business plans and budgets, oversee delivery within budget and ensure adherence to delegated financial authority.
- Conduct regular team meetings to disseminate and share information.

<ul style="list-style-type: none"> • Ensure all Zealandia Te Māra a Tāne outreach programmes continue to be exemplary in their care of people through the application of Zealandia Te Māra a Tāne policies (e.g. Working with Children and Vulnerable Adults) and code of conduct.
6. Health and Safety
<ul style="list-style-type: none"> • Adhere to Zealandia Te Māra a Tāne code of conduct to support a healthy, safe and enjoyable work environment. • Help Zealandia Te Māra a Tāne to be an accident-free worksite and safe visitor experience - all employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying workplace hazards and using appropriate safety equipment. • With the Health and Safety Officer ensure the Visitor Centre, other facilities and the valley are a safe working environment through adherence to the Health and Safety at Work Act 2015 and implementation of Zealandia Te Māra a Tāne policies on safety. • Address promptly any responsibilities assigned to the Learning and Engagement area by the Health and Safety Officer.
7. Biosecurity
<ul style="list-style-type: none"> • We have a shared responsibility that the valley is maintained as an environment free of mammalian pests, allowing restoration progress to be made against the 500-year vision. • Ensure all team members and volunteers take Zealandia Te Māra a Tāne biosecurity seriously, following staff guidelines for entry checks. • Ensure all learning and engagement programme activities adhere to biosecurity processes and standards

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

Key relationships

Internal:

- Chief Executive
- Board members
- Senior Leadership team
- Learning and Engagement team
- All staff
- Volunteers and interns

External:

- Mana whenua
- Tangata whenua
- Teachers and learners
- Members and visitors
- Sector networks and organisations
- Suppliers and contractors
- Funders and partners
- Other stakeholders and supporters
- Other environmental education providers
- Media contacts

Person specification

The preferred candidate will have experience in stakeholder engagement, relationship management, audience development, and partnership development in the cultural, conservation and/or not-for-profit sectors. They will be a skilled and confident communicator (oral and written), with strong relationship management skills. They will have more specific expertise in one or more areas of direct responsibility, alongside awareness or knowledge of other areas.

They will bring experience in senior leadership roles, along with experience in leading and managing a high-performing team, and in managing and delivering against budgets.

Skills in te reo Māori and being able to apply tikanga and kawa Māori values as part of this leadership role are a significant advantage in this role as te ao Māori and mātauranga Māori become an ever-increasing part of our culture and practice across the organisation.

A tertiary qualification in the area of communication or community development would be advantageous. While it would be beneficial to have experience in the not-for-profit sector, experience in connecting the public with conservation and nature is critical. The preferred candidate will appreciate the dynamics of a not-for-profit organisation with limited resources and community needs, so is willing to roll up their sleeves and do whatever it takes.

Personal Attributes

- A big picture thinker with proven leadership ability
- Strong influencing skills and ability to develop and maintain positive relationships and extensive networks
- Team player
- Takes personal responsibility and is accountable
- Positive, can-do attitude, energetic and results driven
- Ability to develop creative yet pragmatic solutions
- Can multi-task with ease and remain cool under pressure
- Understands the dynamics of a not-for-profit organisation with a strong community foundation
- Willing to get involved and do whatever it takes to achieve targeted outcomes
- Able to work flexible hours (evenings and weekends if needed) and be on call to ensure smooth operations.

Current: November 2022