

### POSITION DETAILS

TITLE	Economic Development Senior Advisor
REPORTS TO	Manager Tourism and Economic Development
LOCATION	Whakatāne District Council offices
DATE	April 2025
DIRECT REPORTS	Nil
FINANCIAL DELEGATION	\$15,000

### PURPOSE OF POSITION

To lead and support the development and delivery of strategic initiatives that foster a vibrant, inclusive, and sustainable economy within the Whakatāne District. The Economic Development Senior Advisor plays a leadership role in identifying opportunities, delivering impactful programmes, and working with iwi, business, government, and community stakeholders to improve the district's economic wellbeing. A focus is enabling inclusive development, supporting local business and industry, analysing and leveraging the district's unique strengths, including its cultural, environmental, and community assets.

### KEY ACCOUNTABILITIES

KEY RESULT AREAS	EXPECTED OUTCOMES / PERFORMANCE INDICATORS
VALUES	The best interest of the organisation is represented at all times ensuring Council values are reflected in behaviours and professional delivery of role.
STRATEGIC PLANNING	<p>Support the development and implementation of Council's economic development strategy, action plans, and aligned initiatives.</p> <p>Support the implementation of the regional economic development strategy</p> <p>Provide high-level policy advice to support informed decision-making and long-term planning.</p> <p>Identify and scope opportunities for strategic investment, regional collaboration, and innovation.</p>
STAKEHOLDER AND INDUSTRY ENGAGEMENT	<p>Support strong relationships with iwi, hapū, business leaders, investors, central government agencies, and community organisations.</p> <p>Support Māori economic development and ensure alignment with Te Tiriti o Waitangi principles.</p> <p>Represent Council in regional, national, and sector forums to promote the district's economic priorities.</p> <p>Coordinate the funding agreements and sponsorships with external agencies. Eg EPIC</p> <p>Support business networking events through Chamber of Commerce, EPIC and other industry forums.</p> <p>Maintain a business, government contacts and stakeholder database for consultation, events, newsletters and relationships</p>

<b>PROGRAMME AND PROJECT DELIVERY</b>	<p>Design and manage economic development projects, including feasibility studies, business cases, and external funding proposals.</p> <p>Coordinate business support initiatives that encourage entrepreneurship, workforce development, and sector growth.</p>
<b>INSIGHTS AND REPORTING</b>	<p>Monitor economic trends, industry data, and emerging opportunities across the district and region.</p> <p>Prepare high-quality reports, briefings, and presentations for internal and external stakeholders to support key projects and opportunities.</p> <p>Provide thought leadership and contribute to strategic foresight activities.</p> <p>Identify initiatives that promote business development, employment growth, talent attraction and support their implementation.</p>
<b>DISTRICT GROWTH STRATEGY</b>	<p>Support the implementation of the Growth Strategy programme.</p>
<b>PROJECTS</b>	<p>Support the delivery of the Tourism, Town Centre and Infrastructure plans and projects.</p>
<b>HEALTH, SAFETY AND WELLBEING</b>	<p>Ensure Council's documentation and procedures are understood and implemented to ensure risks to health and safety of those in the workplace are eliminated and / or controlled.</p> <p>Accurately report all work-related hazards, incidents and accidents and implement any follow up corrective actions.</p> <p>Provide support, as required, to Health and Safety staff and General Manager to complete due diligence audits and other internal audits, assessments, and investigations.</p> <p>Regularly attend Health and Safety training, ensuring certification is current, as required.</p>
<b>ADDITIONAL DUTIES</b>	<p>Assist with emergency management events as instructed and attend relevant training in Civil Defence as required.</p> <p>Attend relevant training, as required.</p> <p>Complete other duties that may be required, in agreement with the line Manager.</p>

### KEY RELATIONSHIPS

EXTERNAL	INTERNAL
<ul style="list-style-type: none"> <li>Local businesses and industry representatives</li> <li>Iwi and hapū partners</li> <li>Regional Economic Development Agencies (e.g., Toi EDA)</li> <li>Central government departments (e.g., MBIE, Kānoa, NZTE)</li> <li>Educational and training institutions</li> <li>Community groups and NGOs</li> <li>Chamber of Commerce</li> <li>EPIC</li> </ul>	<ul style="list-style-type: none"> <li>Tourism and Economic Development Manager</li> <li>Marketing and Events teams</li> <li>Strategy, Policy, and Planning teams</li> <li>Communications and Engagement team</li> <li>Executive Leadership Team and Elected Members</li> <li>All staff</li> </ul>

### PERSON SPECIFICATION

<b>QUALIFICATIONS</b>	Degree in economic development, planning, business, public policy, or a related discipline.
<b>EXPERIENCE</b>	<p>At least 3 years' experience in economic development, local or central government, or a relevant field.</p> <p>Proven track record of developing and delivering strategic initiatives and collaborative projects.</p>
<b>KNOWLEDGE, SKILLS AND ATTRIBUTES</b>	<p>Strong analytical and strategic thinking capabilities.</p> <p>Excellent relationship management and facilitation skills.</p> <p>Demonstrated experience working in partnership with iwi and supporting Māori economic development.</p> <p>Project management and report writing proficiency.</p> <p>Strong understanding of economic development trends, drivers, and local government functions.</p>
<b>PERSONAL ATTRIBUTES</b>	<p>Culturally competent and committed to working in partnership with Māori.</p> <p>Results-oriented and proactive with a high degree of initiative.</p> <p>Adaptable and collaborative, with strong interpersonal skills.</p> <p>Passionate about regional development and community wellbeing.</p>
<b>OVERALL</b>	<p>Has no previous or current medical conditions, which would affect the ability to perform the duties described in the job description.</p> <p>Able to work overtime and weekends should this be required.</p> <p>Full clean current drivers' licence.</p>

I, \_\_\_\_\_ agree and accept the duties and responsibilities captured in this position description.

\_\_\_\_\_  
Employee signature

\_\_\_\_\_  
Date

## Our vision and values

### *Tō tātau matakitenga me ngā wāriutanga*

#### OUR VISION *Te matakitenga*

#### **Better Together** *Toitū te Kotahitanga*

#### OUR VALUES *Ngā wāriutanga*

We put **people** at the heart of everything we do  
*Toitū te Tangata!*

- We value relationships
- We think of others
- We listen to understand
- We value our differences

We are always **learning and improving**  
*Toitū te Taumata!*

- We look for success on the horizon
- We seek out opportunities to grow
- We safely make mistakes
- We strive to be better
- We're open to change and embrace it
- We ask questions and challenge assumptions
- We reflect and review
- We ask for and share feedback
- We're brave and have courage

We care about our **environment**  
*Toitū te Taiao!*

- We keep our communities informed
- We are stewards of our place
- We bring people together
- We consider the needs of our communities
- We improve quality of life
- We are the community

We are **passionate and proud**  
*Toitū te Mauri Ora!*

- We love this place
- We love what we do and do what we love
- We bring energy and enthusiasm
- We look to have fun
- We aim for the best version of ourselves every day
- We acknowledge our efforts
- We share success stories
- We honour our past
- We look to the future together

We work as **one team**  
*Toitū te Mahi Tahi!*

- We trust and support each other
- We speak up
- We share our story
- We back each other up
- We keep each other informed and up to date
- We involve each other
- We ask for help when we need it



#### WHAKATĀUKI

Hūtia te rito o te harakeke,  
kei hea te kōmako e kō, kī mai ki ahau.  
He aha te mea nui o te ao, māku e kī atu,  
he tangata, he tangata, he tangata.

*Take away the heart of the flax bush  
and where will the bellbird sing?  
If you ask me what is the most  
important thing in the world  
I will tell you, it is people,  
it is people, it is people.*