

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>

PROGRAMME AND PROJECT DELIVERY	<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>
INSIGHTS AND REPORTING	<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>
DISTRICT GROWTH STRATEGY	<p>Support the implementation of the Growth Strategy programme.</p>
PROJECTS	<p>Support the delivery of the Tourism, Town Centre and Infrastructure plans and projects.</p>
HEALTH, SAFETY AND WELLBEING	<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>
ADDITIONAL DUTIES	<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"> ▪ Local businesses and industry representatives ▪ Iwi and hapū partners ▪ Regional Economic Development Agencies (e.g., Toi EDA) ▪ Central government departments (e.g., MBIE, Kānoa, NZTE) ▪ Educational and training institutions ▪ Community groups and NGOs ▪ Chamber of Commerce ▪ EPIC 	<ul style="list-style-type: none"> ▪ Tourism and Economic Development Manager ▪ Marketing and Events teams ▪ Strategy, Policy, and Planning teams ▪ Communications and Engagement team ▪ Executive Leadership Team and Elected Members ▪ All staff

PERSON SPECIFICATION

QUALIFICATIONS	Degree in economic development, planning, business, public policy, or a related discipline.
EXPERIENCE	<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>
KNOWLEDGE, SKILLS AND ATTRIBUTES	<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>
PERSONAL ATTRIBUTES	<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>
OVERALL	<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 Tahī!

- 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.