

Position Description: Industry Advocate

Kaiwhakahaere Manager	Industry Advocacy Manager
Te Wāhi Noho Location	National Office
Te Rā Date	September 2026
Whakapānga Tuatahi Direct reports	0
Ngā Hononga Mahi Working relationships	Internal: BCITO employees nationally External: Stakeholders

He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, haere mai, whakatau mai.

BCITO Limited is New Zealand's largest provider of building and construction trade apprenticeships. We are industry owned and led, and report to Construction Skills New Zealand (CSNZ).

At BCITO, our purpose is clear and our impact powerful. We manage apprenticeships and training for the building and construction sector. Our programmes are designed to be straightforward for learners and workable for employers. Because each trade has its own rhythm, risks and requirements, we build full, end-to-end programmes with wraparound support, so an apprentice can progress from their first day on the job to being fully qualified, and an employer can grow capability on site without slowing the job.

BCITO's difference is focus and follow-through. We ensure the breadth and depth of our programmes meet industry needs and stay close to both learner and the employer to support their journey. Our qualifications are robust because we work with NZQA and TEC; our delivery is practical because we build it with industry and our outcomes are strong because we measure them, learn and improve. That is why employers stay with us, why apprentices recommend us, and why we continue to be New Zealand's provider of choice for work-based learning in the construction trades.

Looking ahead, we remain committed to stability for learners and employers as vocational education evolves. Our aim is to make the system simpler to navigate, quicker to respond to new methods and materials, and more supportive of people finishing well.

In a sector that builds homes, schools, hospitals and workplaces, people are the critical infrastructure. **At BCITO, we are building people who are building people**, and that is how New Zealand builds its future.



Vision and Values

We are a group of passionate people, with our 'essence' encompassed by our Vision and Values.

We recognise that the success of BCITO is linked to the performance, capability, and well-being of our people. We offer our people competitive remuneration, great career training and development opportunities, excellent employee-support benefits, and flexible working conditions.

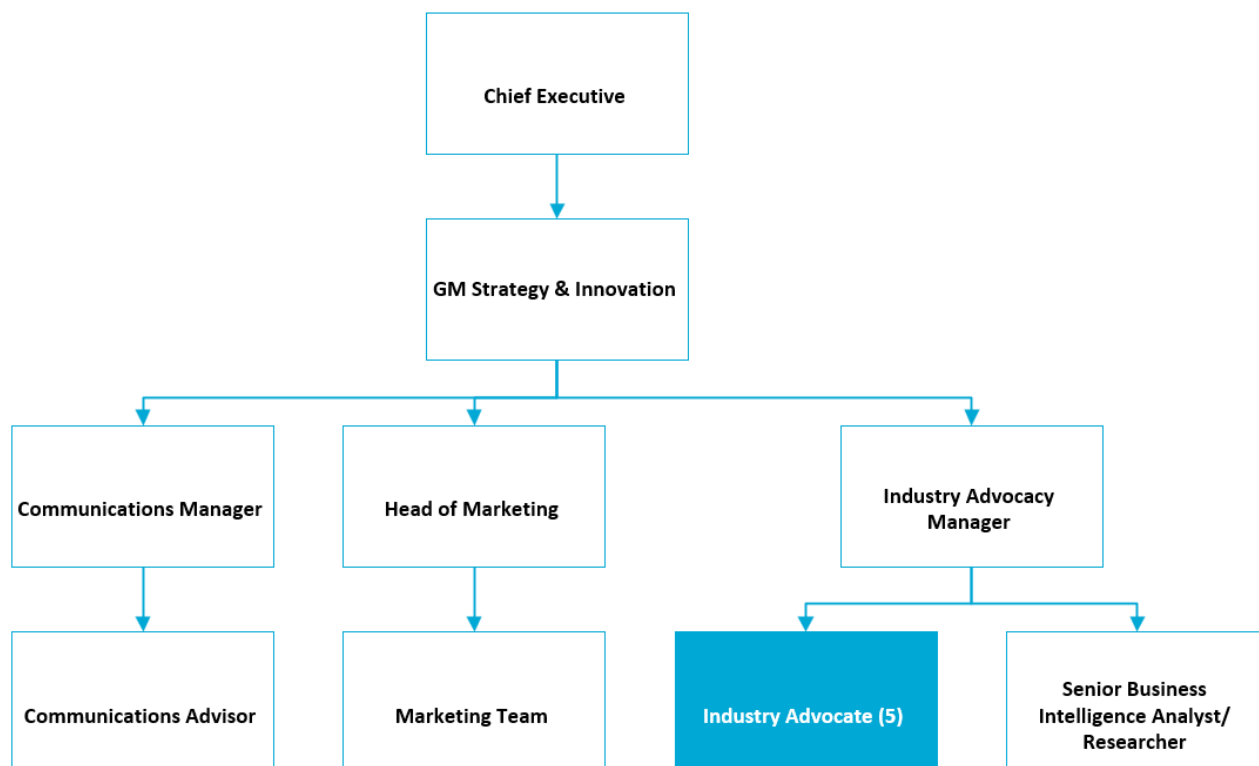
Te Kaupapa | Purpose

A BCITO Industry Advocate is a key strategic contact for industry, managing optimum levels and quality of industry engagement through relationship management, ensuring industry satisfaction along the way.

In the role of internal advocacy, the Industry Advocate will ensure each industry's training needs are voiced through maximising training opportunities, and that the strategic goals of industry are received and well understood by the wider organisation.

Through industry engagement, the Industry Advocate will also gather information and intelligence, to help to critically analyse and identify opportunities for industry and the BCITO. They will inspire a spirit of excellence and commitment to customer service, reflecting the organisations customer centric service model.

Te Tū Whakahaere | Reporting Structure



Ngā Whāinga Matua | Key Responsibilities

Build and maintain close working relationship with key industry stakeholders

- Identify and work closely with key industry groups and organisations to establish and maintain an understanding of industry's vocational education goals and the functions of the BCITO – this will include national and regional advisory groups, industry associations, key industry contacts, supply chain partners, and relevant providers.
- Work closely with key individuals identified within these industries and organisations.
- Create targeted engagement plans to help form working relationship with identified key organisations and individuals so you become their 'go to' person.
- Create engagement plans to enhance stakeholder commitment to the BCITO and manage expectations as appropriate.

Advocate on behalf of industry regarding their vocational education needs

- Through regular engagement with wider industry stakeholders, identify areas where the BCITO products and services can be enhanced, or new products and services offered.
- Work collaboratively with key decision-makers across BCITO to ensure industry needs, priorities, and aspirations are well understood and effectively translated into action.
- Monitor BCITO initiatives/activities and keep industry regularly updated.
- Support our frontline teams with appropriate information, expertise, and advice.

Collect market intelligence and formal research to develop insight

- Act as a key organisation channel to gather information and insight for specific industries.
- Analyse information to identify opportunities for the organisation that align with its strategic priorities.
- Develop professional proposals aligned with organisational processes to support the opportunities identified.
- Keep stakeholders informed of BCITO services, initiatives and changes through regular communication.
- Attend network events to develop relationships and promote the BCITO's profile.
- Collect formal and informal market intelligence and share as appropriate.
- Identify business opportunities, i.e. sponsorship arrangements, roadshows, or other promotional activities.
- Identify opportunities to access third party learning resources.

Work collaboratively across BCITO to maintain and strengthen industry relationships

- Partner with teams across the organisation to plan and deliver strategic priorities and industry engagement initiatives.
- Apply effective risk management practices to identify and mitigate compliance, operational, product, and reputational risks.
- Stay informed about organisational activities and share relevant industry insights, opportunities, and success stories.

Manage the relationship between industry stakeholder groups and BCITO teams

- Build and maintain effective relationships between industry stakeholders and BCITO.
- Coordinate and support National Advisory Group meetings and other stakeholder engagement activities.
- Contribute to BCITO communications by providing industry insights and feedback.
- Work with BCITO teams to identify and develop industry engagement opportunities that support organisational goals.

Note: The above responsibilities are not exclusive. The employee may be asked to perform other reasonable duties and responsibilities at management's discretion.

Health & Safety

Perform all aspects of the position in a safe manner and contribute to a positive health and safety culture by supporting and adhering to organisational Health and Safety policies, procedures, and requirements.

Mōu | Person Specifications

Skills & Experience

- Strong key account management skills and experience.
- Able to build strong relationships (internal & external), using honesty, credibility and knowledge.
- Proven engagement with industry stakeholders, with a successful record of industry engagement for educative and commercial purposes.
- Extensive experience leading industry stakeholders in a change environment.
- Skilled in influencing and negotiating with senior management, internal stakeholders, and external business partners.
- Proven experience in project management methods, tools, and techniques.
- A clear understanding of New Zealand industry training systems.
- A clear understanding of, and background, in educational programme design, adult teaching, learning & assessment.
- Established listening skills that allow you to critically engage with a variety of sources and present that information in a way that is useful for the BCITO and industry.
- Skilled in analysing information to provide understanding and direction.
- Exceptional analytical skills – able to identify and evaluate commercial decisions based on data.
- A bachelor's degree or equivalent tertiary qualification.
- Outstanding verbal and written communication skills.

Desirable

- Extensive knowledge of the building and construction industry, and the key people/organisations within it.
- Formal training and experience in Key Account Management.

Signed by Industry Advocate

Signed by GM Strategy & Innovation

Date:

Date: