

General Manager Industry Development

Reports To:	Chief Executive
Location:	Wellington or Auckland
Direct Reports	Up to ten
Tenure	Permanent
Last Reviewed	December 2016

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.

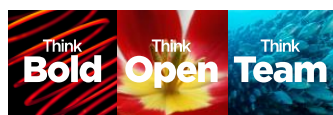
Group Purpose

The purpose of the Industry Development Group is to lead, drive, coordinate and implement strategies and initiatives to build the long term sustainability of New Zealand's international education industry. The Group has three key areas of focus:

- Industry development, which focuses on how the international education industry needs to develop into the future through identifying and developing new programmes, new industry entrants and new business models. This team works in the areas of the export of education services and inbound and outbound investment.
- Industry engagement, which works across all industry sectors, with a view to building a comprehensive understanding of and delivery of services needed to drive the industry forward. This team focuses on moving the industry's focus from volume to value and providing value adding services to the different sectors of the industry
- New Zealand Region, which develops and contributes to the implementation of a New Zealand Country Activity Plan. This area has a strong focus on building regional economies. It ensures co-ordination of the NZ based delivery of international Country Activity Plan activities such as famils and regional development.

Role Purpose

The General Manager Industry Development is responsible for leading and managing the three areas working in Industry development, Industry Engagement and the New Zealand Region. As a member of the Leadership, the General Manager is expected to model ENZ's Ways of Working (WOW) to LT members, staff and external parties.



Relationship Management

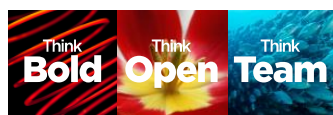
The position maintains close and effective working relationships with:

Internal	Leadership Team ENZ Board All Staff
External	Government Agencies Education Crown Entities Education Sector and other stakeholders Vice-Chancellors Leaders across academic institutions Key contacts in Economic Development Agencies

Key accountabilities for this position

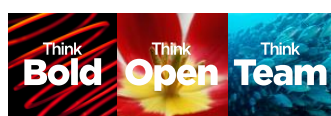
In this position the General Manager will be responsible for delivering on the following key accountabilities:

Strategic Leadership	<ul style="list-style-type: none"> • Lead the development and implementation of a New Zealand Country Activity Plan to grow the capability of the New Zealand international education industry that reflects the current and future needs of the industry and that aligns with and leverages the strategies of partner government agencies • Lead the identification, evaluation and allocation of Education New Zealand's resources around industry participants and businesses likely to deliver the best return for New Zealand and New Zealand's international education industry • Oversee and drive a focus on developing new products and new market entrants • Establish mechanisms to identify commercial opportunities and work with the international education industry and businesses to realise them • Proactively represent and promote the current and future needs, priorities and capabilities of the international education industry and businesses to improve the relevance and success of Education New Zealand's strategy, plans and activities
-----------------------------	---





Relationship Management	<ul style="list-style-type: none"> • Provide leadership and strategic direction with regard to Education New Zealand’s relationships with the New Zealand international education industry and businesses including: <ul style="list-style-type: none"> ○ Identifying and evaluating current and future needs, priorities and capabilities ○ Prioritising, building and maintaining influential relationships ○ Working in partnership with industry participants and businesses to build capability and realise international growth opportunities ○ Ensure the industry accepts, supports and/or participates in and co-funds ENZ activities • Work collaboratively to align the work across all operations of Education New Zealand including: <ul style="list-style-type: none"> ○ Ensuring the knowledge, relationships and expertise held by this Group inform and support the strategies, priorities and plans of other ENZ Groups ○ Promote greater understanding of the current and future needs, priorities and capabilities of the international education industry and businesses ○ Working across Education New Zealand’s management team to promote coherence and cohesion in the design and implementation of plans in order to maximise Education New Zealand’s impact
Leadership and Management	<ul style="list-style-type: none"> • Model ENZ’s Ways of Working (“WoW”) in order to build a cohesive and strongly performing Leadership Team • Effectively manage direct reports to ensure they reach their full potential and exhibit the behaviours and culture expected at Education New Zealand and deliver to a high level • Manage the budget for the team • Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.
Safety and Wellbeing	<ul style="list-style-type: none"> • Take reasonable care for his or her own health and safety • Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people • Comply, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law • Cooperate with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff.






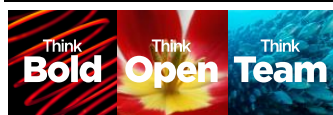
To be successful in this position

For this position the General Manager will need to demonstrate the following:

- A tertiary qualification in strategy, business management or another relevant discipline
- An understanding of the education sector and international education industry
- Experience and understanding of the New Zealand government and political environment
- Ability to demonstrate strategic abilities, including leading the development and implementation of significant organisation strategic or change projects
- Ability to demonstrate an appreciation and application of analytics and intelligence to inform strategy development and problem solving
- Ability to demonstrate a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
- Ability to demonstrate leadership and management experience, with particular capability in providing thought leadership, facilitating discussions and influencing decision-making at a senior level
- Exceptional interpersonal and relationship management skills with a collaborative style of engagement
- Excellent communication skills, both oral and written
- Ability to demonstrate an ability to organise self and team to achieve work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
- Capability to perform effectively as part of an executive team.

Our Ways of Working

	<p>Be rich in ideas and confident in the team’s ability to turn them in to realities. Be courageous. Constantly challenge what’s gone before and help shape what’s coming.</p>
	<p>Get involved. Be inclusive. Respect opinions, relish feedback. Listen, really listen. Discuss. Understand. Refine. You are restricted by the limitations of what you know. But, with an open mind, those restrictions disappear.</p>
	<p>Know that we are amongst the most knowledgeable, passionate and innovative people in our industry. Each of us is talented. But together, we are world class. It’s through our individual actions that we’ll find success together.</p>



Role specific competencies

The General Manager should demonstrate the following competencies:

<p>Business Acumen Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace.</p>
<p>Cross-Cultural Agility Knows how to work the local culture; is not afraid of committing to a course of action to get started; has the courage of his/her convictions; understands the need for flexibility; won't let unresolved issues drift engages in-country locals in dialogue about how to get things done; is willing to start something and make adjustments along the way; is not afraid to try something never done before.</p>
<p>Customer Focus 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.</p>
<p>Global Business Knowledge Understands business on a global scale; understands what works in many countries; understands what's different from country to country; understands global differences in customers; knows how capital flows and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places.</p>
<p>Innovation Management Is good at bringing the creative ideas of others to market; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace.</p>
<p>Integrity and Trust 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.</p>
<p>Motivating Others Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; 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.</p>
<p>Peer Relationships 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.</p>

