

CUSTOMER ADVISOR KAITOHUTOHU KIRITAKI



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Engaged Customers	Any NZTE NZ Office	Nil	Export Customers

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

You will be part of a highly collaborative and fast paced team that is tasked with equipping New Zealand companies to thrive through the early stages of their internationalisation journey.

As the first connection point for NZTE customers, you are focused on delivering and building an excellent omnichannel customer experience that exceeds customers’ expectations.

You will act as a navigator of NZ Inc. and advisor to business leaders across the full spectrum of industries in New Zealand, preparing and equipping them to focus, accelerate and execute on their international business goals.

WHAT’S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- You rapidly build excellent rapport with customers and are confident to quickly assess whether a company is an NZTE target company and if not, then refer them to the relevant agency or industry organisation as appropriate, therefore ensuring that their needs are met.
- You respond to all general business and export enquiries, quickly pinpointing where the customer is on their export journey and determining which of NZTE’s resources and tools are most appropriate to the customer’s needs.
- You respond efficiently and effectively to customer enquiries across multiple channels.
- You leverage your real-world business experience to analyse customers’ internationalisation strategies and assess where the customer is on their international business journey.
- You are confident carrying out discovery sessions with customers to build a true and complete picture of their current and future business position, as well as uncover and identify any blind-spots, challenges and opportunities.
- You confidently articulate NZTE’s role, services and programmes to customers and intuitively know which of these are relevant and value-adding to a customer’s needs at that time.
- You are the human interface with the myNZTE digital platform, feeding back to the UX and design teams to ensure NZTE’s customers have an excellent omnichannel customer

experience. This includes collaborating with the Digital Team and Customer Solutions Team.

- You have an innovative growth mindset and are a self-starter when faced with ambiguity. You also enjoy problem-solving to ensure you deliver value to customers within tight timeframes and connect them with NZTE's resources and tools that are most appropriate to their needs.
- You are confident to ask for sensitive financial information from customers and excellent at ensuring that it is kept confidential.
- You coach leaders of early exporters to uncover their biggest challenges to growing their business internationally and help them to gain clarity on the next best step to grow their export capability and accelerate international growth.
- Collaboration and being a pro-active team member is your passion. You are confident connecting with colleagues across NZTE's one global team, NZ Inc. sister agencies and third party providers to provide wrap-around support at the right time.
- You have a robust working knowledge of NZ INC, including the business support, immigration, regulatory, and innovation eco-systems, to ensure NZTE customers and non-NZTE related enquiries are connected to the relevant agency as appropriate.
- You are passionate about keeping up to date on international market and consumer trends which help you to support customers.
- You support the Customer Acquisition and Prospecting Managers by being proactive and innovative about identifying and contacting early stage companies for on-boarding into the Export Customer portfolio.
- You are disciplined and work with your colleagues to ensure that CRM records are an accurate reflection of a customer's environment.

Success in this role means:

- You maintain an inclusive, collaborative, global-team attitude by ensuring that all work and interactions with customers and colleagues is intelligent, organised, professional and value adding.
- When needed you can confidently work collaboratively with others to resolve all requests.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Business Acumen** - you have a working knowledge of international business and the export issues facing New Zealand businesses across a diverse range of industries.
- **Insightful Discovery** – you are confident at carrying out structured discovery sessions which result in a clear understanding of the customer's business model, their current business situation and their challenges and opportunities.
- **Navigator and Pathfinder** - you have deep and current knowledge of NZTE's digital and human resource offerings, and can advise a customer on how to get the most value from NZTE.
- **Digital and Data Fluency** - You are a competent and accurate user of digital tools, knowledge and data, continuously seeking to upskill in this area to optimally deliver value to

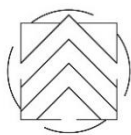
customers. You can use data and customer insights to inform decisions when working with customers.

- **Collaborator** – you can actively build and maintain relationships within teams and across NZTE which allow you to leverage One Global Team value for customers, (individually and in groups).
- **Communicator** - you have excellent written and oral communication skills and the ability to communicate effectively and responsively with NZTE'S One Global Team and enquirers from diverse industry sectors, business backgrounds and cultures.
- **Pipeline Builder** - you work seamlessly with Focus teams and Segmentation Advisor to build and maintain 'the best Focus portfolio'.
- **Cohort Builder** - you identify cohorts of customers which would benefit from peer-to-peer interaction and the shared delivery of NZTE value, and work with them to surface their needs and build a program to address the needs.

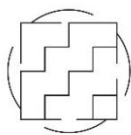
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

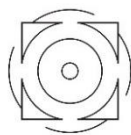
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



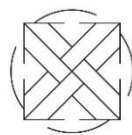
AMBITION
Drives us



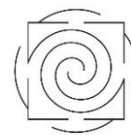
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as "*enhancing mauri to deliver impact*".

LIVE THE PURPOSE

ENHANCE MAURI

We know ourselves
and others.

We nurture diversity,
inclusion and belonging.

We generate energy.



DELIVER IMPACT

We build high
performing teams.

We anticipate and
own change.

We create clarity.

MODEL THE CHARACTERS

NZTE is committed to uplifting the mana of Māori as tāngata whenua and recognises Te Tiriti o Waitangi/ the Treaty of Waitangi as Aotearoa's founding document.