

CUSTOMER WAY ADVISOR, KAITOHUTOHU ARA KIRITAKI



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Business Lead Customer Way, Kaiarahi Pakihi - Ara Kiritaki	NZ offices	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?

To accelerate the growth of companies internationally we need to ensure that NZTE have an aligned way of working with export customers – the Customer Way. We also need to unlock the potential of digital products and tools to allow our teams to work smarter. To provide quality, reliable and accurate Customer data we need to ensure the Customer Way and supporting products and tools are appropriately and consistently applied.

As a Customer Way Advisor, you'll be responsible for ensuring The Customer Way, associated business processes and digital products and tools are embedded and consistently applied on behalf of all of NZTE. You will be understanding user needs and feeding into Digital Products so that our digital suite is innovating and improving to support the Customer Way. You'll be creating a great experience for NZTE's customers, by enabling a great internal experience of the Customer Way.

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

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

- Deeply understand customer needs and internal user needs for our digital products required to deliver the Customer Way. Use quantitative and qualitative approaches to gain deep insight and empathy from users e.g., BDMs, Customer Managers, Trade Commissioners, Customer Directors, to feed into building the requirements and process for each area.
- Support the continuous improvement and digitisation of the Customer Way operating model, processes, and associated digital products and tools. Includes appropriate Knowledge management practises, e.g., location, version control, archiving.
- Help tell the story and champion the Customer Way across the organisation and uphold the use of key Customer Way processes and associated digital products and tools across the organisation.
- Development and monitoring of appropriate Customer Way metrics and insights.
- Ensure that all internal Customer Way ways of working, tools, systems, training, key business processes, and collateral remain relevant and are championed across the Customer Team and partner with other cross functional stakeholders to share this knowledge.
- Deliver “light” training as required, collaborate and support delivery of Customer Way (and associated Process and Digital Products) training once established.
- Develop fantastic relationships with other NZTE teams in New Zealand and internationally as one of the ‘faces’ of the Customer Way.

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- Support the delivery of key Customer Way projects including providing light project management oversight and champion the delivery of cross-cutting team projects. Be a trusted and collaborative advisor that can be relied upon to keep work moving.
- Help tell the story of, and champion, quality, accurate, reliable Customer Data in support of the NZTE Data Strategy, whilst also understanding Customer Data cleansing and proactively support this process.
- Maintain a culture of operational excellence and work alongside other key cross functional stakeholders (International, Investment, CSG, SPP) to ensure there is a cohesive way of working with export customers across NZTE.
- Collaborate with other NZTE teams to build connections where appropriate on key pieces of work.
- Develop effective and collaborative working relationships (including a strong team culture) with the Customer Way team and the wider Export Customer Group.
- Collaborate with the Export Customer Team, International, Customer Solutions Group, to ensure alignment of internal processes with the Customer Way and associated Processes and Digital Products.

Success in this role means:

- Our Customer facing employees understand where they fit in the Customer Way. They are trained and consistently apply the Customer Way and consistently use the associated processes and digital products and tools.
- Our customers and peoples needs are surfaced and understood, so there is continuous iterative improvement and digitisation of the Customer Way operating model, processes, and associated digital products and tools, which results in ease of use.
- You have developed a fantastic reputation for friendly, helpful, pro-active advisory and you ensure that any changes land well with customer facing teams. You are seen as a go to for Customer Way.
- Create and maintain a culture of operational excellence, enabled by the consistent application of the Customer Way and associated quality Customer data in CRM.
- Our Lead Team and Board get timely, accurate, and readable reports about what we're doing with NZTE's customers because of the consistent application of the Customer Way and processes, use of associated digital products and tools and great customer data.
- You can see your impact in helping to champion, quality, accurate, reliable Customer Data to support the NZTE Data
- Strategy and you understand Customer Data cleansing and proactively support this process.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Awesome stakeholder focus** – An ability to manage multiple needs, priorities, and expectations to deliver to a high standard. Consistently identifying ways to improve processes, systems and practices. Experience in project management highly desirable.
- **Flexible** – Able to balance proactive and reactive needs at the same time, managing multiple priorities and eliminating roadblocks without being knocked off balance by the unexpected. Can effectively cope with change, can decide and act without having the total picture.
- **Motivated** – Ability to be self-directed and motivated.
- **Highly collaborative** as the candidate will work with many groups and roles within NZTE. Can be counted on to get the job done among tight and competing deadlines.
- **Problem solver** – use initiative, be forward thinking and decisive with decision making while staying cool under pressure.
- **Super attention to detail**, incredibly accurate and with great presentation skills.

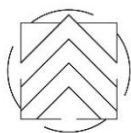
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- **Tech savvy** with mastery level experience in CRM and Excel. Good with numbers, and intuitively knowing what information is required to make great decisions. Very motivated to continuously upskill in all relevant Digital products and tools. Understands and upholds the concepts of good data.
- **Excellent writing skills** – crafting clear rationale and building compelling stories. Able to write and maintain Business Processes.
- **Strong commercial acumen** and analytical skills, and experience with data mining and interpretation.

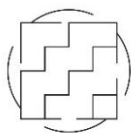
Our characters | Ō mātou uara

- **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.

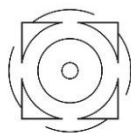
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



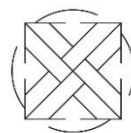
AMBITION
Drives us



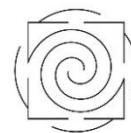
ADVENTURE
Teaches us



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*".

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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