

# MARKET ANALYST, KAITĀTARI MĀKETE



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Marketing, Communications and Solutions or Regional Solutions Manager, Ūpoko Whakatairanga Māketē and Whai Tikanga/Pouwhakahaere Urupare ā-Rohe	Various	Nil	International

**“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 achieve greater impact and insight for New Zealand businesses by providing specialist market research and analysis. In addition, this role will be a key resource to assist the delivery of core customer facing work to help customers establish and grow their business internationally.

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

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

- Liaise with Business Development Managers and Trade Commissioners to understand their customers' challenges and related research requirements.
- Create 1 to many sector based research for use with external customers, from brief development through to presentation/online publication.
- Actively contribute to individual focus customer external research, from assistance of brief development and connecting customers to external providers, where appropriate assist with additional insight on the research output.
- Be a champion for developing a research community across NZTE encouraging collaboration across teams and borders.
- Analyse and interpret trends, patterns and correlations within data to build sound commercial understanding and generate thought-provoking insights.
- Produce thorough and well organised reports, presentations and graphics to summarise and explain research findings and their implications.
- Play an integral role in supporting the Regional Team achieve high quality research reports, manage data quality, leverage analytical models and professionally present information to increase value for customers.
- Provide input into the development or amendment of strategies and business models as required through in-market intelligence gathering.
- Capture, maintain and manage the knowledge and insights obtained through research, analysis and reports.
- Create or support research reports aimed to provide insights and knowledge for groups of NZ exporters

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- Contributing to reports and strategy papers for the Lead Team, the Board and Ministers, draft ministerial responses, briefing papers and responses to parliamentary questions, as required.
- Liaise and engage with Customers as needed during external research projects to inform approach and provide additional insights.
- Provide advice to help colleagues understand and leverage analytical models and insights to drive value for customers.
- Work collaboratively as part of NZTE. This requires you to be decisive and thought provoking but to also accept collective responsibility for decisions taken.
- Support a focus on contributing to the Government's goals including growing an inclusive innovative economy for the benefit of all; improving New Zealanders' skills, meeting Treaty of Waitangi obligations and protecting the environment.

## Success in this role means:

- Providing the right information at the right time for maximum impact.
- You can create, curate, store and disseminate research and knowledge in line with regional strategies and customer work.
- Championing the value of best practice research and the importance of insights.

## WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Commercial acumen** – At least two years' experience working with or advising businesses, maximising commercial outcomes, plus knowledge and expertise in exporting and operating effectively in international markets. Understanding the economic and political landscape and being able to explain it is important.
- **Relationship Builder** – Deep listener, who takes time to really understand. Skilled at building and continuously growing strong trusted relationships.
- **Flexible** – Able to be proactive and reactive all at the same time, managing multiple priorities and eliminating roadblocks without being knocked off balance by the unexpected.
- **Great analysis** – Proven ability to conduct and produce research, analysis and reports to a high standard. Skilled at identifying key insights across large information sets (quantitative and qualitative) and making them meaningful.
- **Extras** – Tech savvy with strong computer literacy in MS Office products is essential, along with PowerBI. Excellent written and oral communication skills in English and the local language to interact with experts from diverse industry sectors, business backgrounds and cultures. Hold a relevant tertiary qualification or have demonstrated expertise through past work experience.

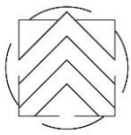
## Our characters | Ō mātou uara

- **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.

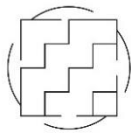
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- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

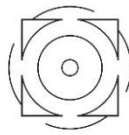
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



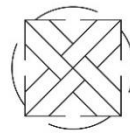
**AMBITION**  
Drives us



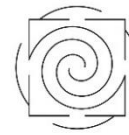
**ADVENTURE**  
Teaches us



**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"*.



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