

# LEGAL COUNSEL, KAITOHUTOHU TURE



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Director of FernMark & General Legal Counsel Hautū FernMark me Kaiāwhina Ture Whānui	Wellington	Nil	New Zealand Story

***“The New Zealand Story’s purpose is to inspire, curate and amplify storytelling to expand New Zealand’s reputation and value internationally”***

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

This role provides advice to the General Legal Counsel, the FernMark Licence Programme, and the wider New Zealand Story team on all legal and licensing matters, for the smooth running of the FernMark Licence Programme, legal contracts, and supporting on key functions and projects as required to deliver on FernMark and New Zealand Story objectives. This includes advising on procurement, contracts, and legal compliance.

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

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

- FernMark Programme
  - Managing audit and review of FernMark Licence applications and applicants, including eligibility criteria, review of applicant business, structure and intellectual property.
  - Reviewing products and services for eligibility and confirming product categories and statements/representations, in context of the Fair Trading Act and its interpretation and case law.
  - Managing progress of applications through to approval and licensing, including finalising legal contracts.
  - Managing the transfer, termination and/or non-renewal of Licenses, including legal demands and letters regarding breach of Licence terms.
  - Managing complaints regarding Licensees and their products, and maintaining the complaints and disputes register.
- FernMark Intellectual Property
  - Managing our FernMark IP infringement workstream by reviewing and advising on instances of infringement or misuse, including liaising with outside counsel on litigation and enforcement activities.
  - Compiling evidence of use and misuse for trademark applications, defence and enforcement matters, as needed.
  - Maintaining trade mark infringements register.

# Legal Counsel

## KAITOHUTOHU TURE



- General Legal:
  - Advise and manage procurement activities and compliance for the NZ Story team, as primary point of contact.
  - Manage, draft and review/advise on a range of legal contracts and documents for the NZ Story team, including terms and conditions and policies required for legal compliance.
  - Manage signed contracts on LawVu for all NZ Story activities.
  - Manage and advise on legal questions raised in connection with the FernMark, the FernMark Licence Programme, and NZ Story activities, including legal research, analysis, and investigations as needed.
  - Assist NZTE Legal team with overflow legal work (as needed).

### Success in this role means:

- The FernMark Licence Programme meets or exceeds time frames for review of applications and targets for new Licensees, and our audit process is robust and thorough.
- We respond to Licensee enquiries and applications for new products and services in a timely manner.
- The NZ Story team is well supported with helpful and timely legal advice and support, particularly in relation to contracts and procurement.
- Strong and collaborative relationships across the NZ Story team and within NZTE, and positive feedback from FernMark applicants and Licensees.

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

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- **Legal qualification** – at least one year post qualifying experience required
- **Positive attitude** – friendly and approachable, willingness to be involved.
- **Self-starter** – responsive, proactive, bold and energetic.
- **Highly organised and planned** – good multitasking and organisational skills, ability to plan and implement a range of tasks each week, managing workload proactively to ensure deadlines are met.
- **Customer focussed** – responsive and engaged with applicants and Licensees.
- **Good communicator** – strong oral and written communication skills, focus on editing and proof-reading
- **Agility** – able to take on a variety of tasks as part of the team, step in to assist where needed, and switch between tasks.
- **Great at prioritising** – spends time on what is important; zeros in on the critical, eliminates roadblocks; seeks to clarify when required.
- **Attention to detail** – precise and details-oriented.

### And we achieve these through great team behaviours | e pahawa ai ēnei mā ngā whanonga rangatira kapa...

We have adopted the behaviours of NZTE:

**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.

# Legal Counsel

# KAITOHUTOHU TURE



**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 WHO WE ARE | KO TĀTOU NEI

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Care for people, and connection to place, drives our ingenuity.

Our New Zealand Story is grounded in our values – it's who we are, what we stand for and what we offer the world. Good things come from our country and the more the world knows about these, the greater chance we have to grow our global reputation.

Our core values, Ngā Matapono, collectively underpin New Zealand's offering to the world.

**Pōtikitanga** – Our curious, ingenious and adventurous spirit

**Manaaki** – We warmly welcome others and build relationships based on respect, care and reciprocity.

**Tiaki** – Our drive to care for people, place and planet for our future.

**Pono** – Acting with integrity, honesty, and transparency.