

REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Director External Partnerships	New Zealand	None	Strategy, People and Partners

**“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?

NZTE can provide additional value to its customers, and to New Zealand, if it brings a level of sector insight and leadership, throughout the totality of NZTE, and to the broader ecosystem.

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

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

- Develop extensive expertise and insights about the relevant sector, with a combination of knowledge gathered from NZTE’s own experience and market research, from international markets, from interacting extensively with the external ecosystem (government and private sector) and from other reading and research.
- From these insights, lead the work on sectors across the totality of NZTE, including owning, producing and promoting the periodic sector insights to NZTE teams and establishing internal communities of practice around the relevant sector and subsectors within it.
- Ensure NZTE is represented externally (either directly or through a subsector delegate) in relation to the relevant sector/subsector, developing the credibility and networks across the sectoral ecosystem to influence policy and behaviour within the sector. This includes maintaining senior relationships with industry and government organisations.
- Provide sectoral expertise within NZTE to add significant value to NZTE’s offering, including to our customer-facing and content teams. This includes contributing to the analysis of the services CSG should develop and beachheads that should be engaged in NZ and internationally, to inform updates for our Ministers, and so on.
- Oversee NZTE’s work across the relevant sector including any sponsorships, contracts and relationships. The Sector Lead represents NZTE inside relevant sectoral work programmes led by other government agencies.
- Provide expert input to the Sector Advisor on NZTE’s Sector Taxonomy. This is the categorisation system used by NZTE to classify its customers by sector and subsector, and is a key element of NZTE’s data infrastructure. The Sector Lead uses their industry expertise to ensure that descriptions and definitions are relevant and best reflect business categories that will help NZTE to deliver value to its customers.

This role carries the full mandate of the NZTE Board and CEO. They are the legitimate and authoritative voice of NZTE when they interact externally.

The Sector Leads will therefore be providing overall sectoral direction and leadership across the teams within NZTE, including:

- Export Customers

- Investment
- Customer Solutions
- International
- Digital and Data

Responsibility for competence building, execution of initiatives, individual company and investor engagement will still reside within these teams. Individuals within these teams may also be delegated the responsibility to lead subsectors on behalf of NZTE.

### Success in this role means:

- Our expertise in relation to the relevant sector is respected across the ecosystem and allows us to influence the approach of the sector as a whole.
- Well curated directional settings owned by the community of people working with that sector and integrated across NZTE.
- Leadership and moulding of activity that is delivering on the sector directional settings, for example, deepened sectoral competence, aligned content on myNZTE, focused iPlan activity, 1: many activities, and sponsorship priorities.
- We are maximising the advantage of having sectoral expertise within NZTE to materially increase the value we deliver to our customers (export and investment).
- We have an aligned and energised approach to the sector across NZTE, including across the export, investment, international, solutions and digital parts of the business.
- Active and impactful communities of practice around sub-sectors.
- Contracts with any sponsored organisations in the relevant sector are well managed and are delivering material value for the New Zealand economy.
- Representing NZTE externally with the full gravitas of the Board and CEO.

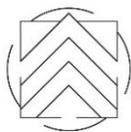
### WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Strategic thinking** – Able to step back from issues and consider what the value is and what that means for how the issue is addressed and prioritised. Ability to create clarity from complexity.
- **Strong commercial acumen** – Experience working with or partnering businesses, maximising commercial outcomes, plus knowledge and expertise in exporting and operating effectively in international markets.
- **Outstanding communicator and connector** – Able to tell a powerful, persuasive, and inspiring story that captures the audience. Engages effectively, with tact and diplomacy with leaders of industry, business, and government to achieve planned outcomes.
- **Strong collaborative skills** – Has great diplomacy and tact, manages conflict well and builds strong positive relationships with stakeholders that deliver results.
- **Great at prioritising** – spends time on what's important, zeros in on the critical, able to say 'no', eliminates roadblocks, creates focus for self and wider team.
- **Sector understanding** - Broad understanding of the trends and dynamics of the sector/subsectors.

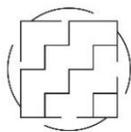
## Our characters | Ō mātou uara

- **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.

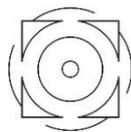
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



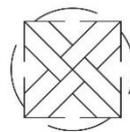
**AMBITION**  
Drives us



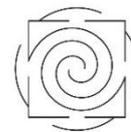
**ADVENTURE**  
Teaches us



**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"*.

