

CUSTOMER DIRECTOR KAITOHU KIRITAKI



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Focus Customers	Any NZTE NZ Office	7-8	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?

This role is responsible for growing a portfolio of New Zealand (NZ) businesses internationally - bigger, better, faster. To do that you will bring commercial acumen to coach, guide and support your team to do impactful work in partnership with our NZ export business customers. You will be skilled at developing a high-performing team and will champion NZTE’s customer experience and our ‘Customer Way’ operating model. You will be able to connect and build strategic relationships at multiple levels, with customers and across New Zealand Trade and Enterprise (NZTE) and other organisations

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

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

Be a champion of culture:

- Grow a high performing team – inspiring, coaching and guiding Customer Managers to do impactful work with NZTE’s customers.
- Grow high performing individuals - working one on one with Customer Managers to develop capability and fulfil their potential.
- Build high engagement in and across teams, leading by example with NZTE’s characters.
- Role model partnership and connection across NZTE (and other agencies), to ensure customers experience seamless support that delivers great outcomes.

Support NZ businesses to grow internationally, using NZTE Export Customer Team’s operating model The Customer Way:

- Allocate and optimise the growth of a portfolio of NZ export businesses, ensuring effective goal setting and professional, impactful engagements.
- Lead consistent best-practice implementation of the Customer Way and its ‘discover, plan, perform’ principles.
- Keep the customer at the centre of NZTE’s work programme – understand the international operating environment and identify opportunities to deliver greater impact.
- Contribute actively to NZTE’s digital transformation and smarter working initiatives, to deliver better Customer Manager and customer experiences.

Be a key member of the wider Export Customer and Focus Customer Leadership teams:

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- Bring the voice of the customer to inform the sector and NZTE's wider strategy
- Develop and execute a strategic work plan
- Connect and build sector capability and networks

And relationships are key to this role to...

You need to develop a strong network of engaged stakeholders and virtual team members, including:

- An effective network of strategic relationships across NZTE locally, nationally, and internationally.
- Excellent communication, storytelling, and effective customer interaction internally (particularly between New Zealand based and international teams) and externally (between NZTE, customers and stakeholders).
- Strong working relationships with customers, to inform how we better understand, accelerate, empower, and make it easy for export businesses
- NZ Inc. networks that can be leveraged for the benefit of customers and the good of New Zealand.

Success in this role means:

- A well connected and highly engaged Export Customer and One Global Team
- Leading a high performing team that knows their customers and how to help them grow successfully
- Delivery against agreed results across the Export Customer portfolio, and demonstrated best practice of the Customer Way
- Delivery of the export customers work plan, in collaboration with NZTE/NZ Inc partners

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **A Credible Leader** - demonstrated experience in a relevant role, plus the experience and capability to operate autonomously and independently, while being aligned to NZTE's purpose. A leader people look to and want to be led by.
- **Leadership and Enablement** – Demonstrated experience in driving the engagement and motivation of others by understanding and addressing individual needs and aspirations, providing meaningful feedback and learning opportunities, and celebrating success. Removing roadblocks and barriers to ensure success of the NZTE One Global Team.
- **Commercial and Strategic Acumen** - Actively coaching and seeking information about the performance of the customers in the portfolio. Oversight and governance of the portfolio from a commercial perspective, to inform the team, peers, and leaders, and support decisions that maximise business growth and improvement. Providing commercial guidance and coaching to the team with industry experience. A sounding board for the One Global Team and NZ INC.
- **Customer Centricity** – A passion and drive to do what's best and right for our customers. Relationships and knowledge of the entire portfolio, Being the go-to in times of change. Coach and challenge the team to ensure the customer is at the heart of what we do.
- **Digital and Data Fluency** - able to develop strategic and operational plans, give concise and insightful analysis and assessment of strategic options, and test alignment with NZTE's vision and direction. Synthesis data and analytics from a wide range of sources to help make

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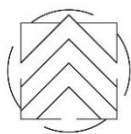
impactful decisions. Provide insightful data at a team and portfolio level. Lead and embrace technology change within your team.

- **Collaborator and Navigator** - Impactful collaboration for the benefit for their team and customers. Seeks out connections and relationships both internal and external that will add value to the direct team, One Global Team and our customers. Actively part of initiatives and projects across NZTE and always looking to improve our customer's experience. Be connected in the business and sector community, be the go-to person.
- **Influencer** - to have a positive impact on others and the ability to persuade or convince them to gain their buy-in and support. You are engaging and can build buy-in from key people internal and external to NZTE.

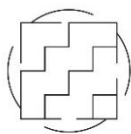
Our characters | Ō mātou uara

- **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.

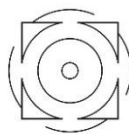
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



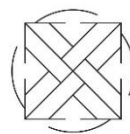
AMBITION
Drives us



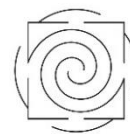
ADVENTURE
Teaches us



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

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.