

## Position Description: Industry Advocate

Kaiwhakahaere   Manager	<b>Industry Advocacy Manager</b>
Te Wāhi Noho   Location	<b>National</b>
Te Rā   Date	<b>April 2024</b>
Whakapānga Tuatahi   Direct reports	0
Ngā Hononga Mahi   Working relationships	Internal: BCITO employees nationally External: Stakeholders

## He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, Haere mai, Whakatau mai

BCITO is a business unit within the Te Pūkenga (New Zealand Institute of Skills and Technology) Work Based Learning division.

Te Pūkenga is creating a world-class vocational and on-the-job learning system for Aotearoa New Zealand that brings together the strengths of ITPs and ITOs. It is responsible for ensuring equity and excellence for all New Zealanders in vocational education. Its key priorities are improving outcomes for Māori and Māori communities in collaboration with Māori and iwi partners and stakeholders; improving the consistency of vocational education and training; meeting the needs of the regions of New Zealand and their learners, industries, employers, and communities; ensuring that every learner receives what they need to be successful and improving vocational education outcomes.

As New Zealand's largest provider of building and construction trade apprenticeships, BCITO is committed to the development and training of people working in and people joining the building and construction sector. The collaborative and positive working relationships that we have with the 15 industries that we represent are central to our success. As our environment changes, we continually look to improve our service to the industries we support so that their needs are effectively met.

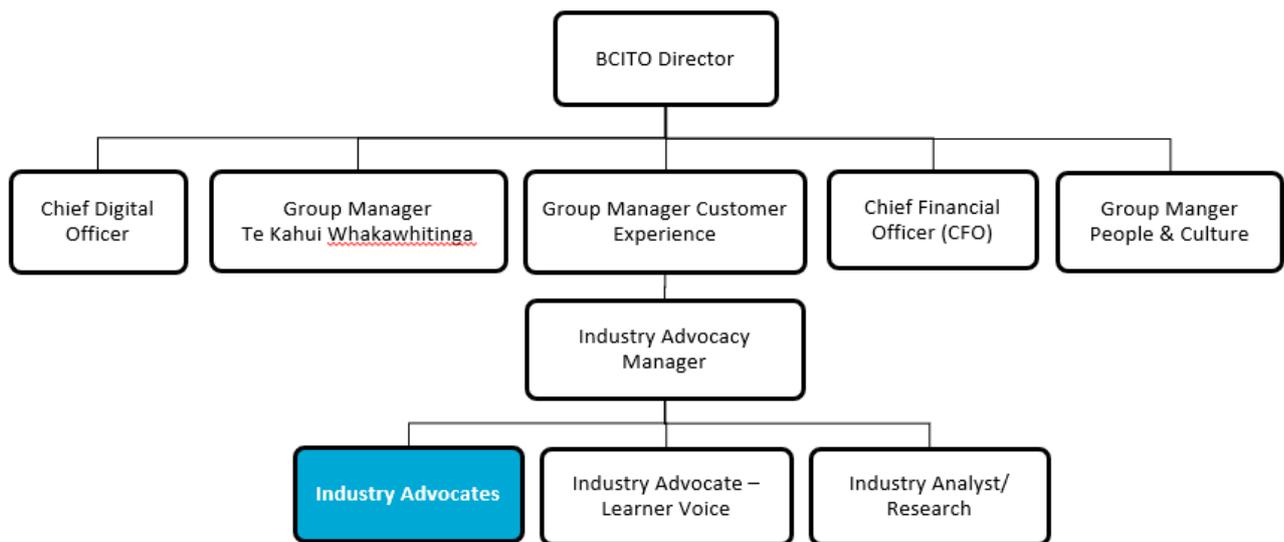


### Vision and Values

We are a group of passionate people, with our 'essence' encompassed by our Vision and Values.

We recognise that the success of BCITO is linked to the performance, capability, and well-being of our people. We offer our people competitive remuneration, great career training and development opportunities, excellent employee-support benefits and flexible working conditions.

## Te Tū Whakahaere | Reporting structure



## Te Kaupapa | Purpose

A BCITO Industry Advocate is a key strategic contact for industry, managing optimum levels and quality of industry engagement through relationship management, ensuring industry satisfaction along the way.

In the role of internal advocacy, the Industry Advocate will ensure each industry's training needs are voiced through maximising training opportunities, and that the strategic goals of industry are received and well understood by the wider organisation.

Through industry engagement, the Industry Advocate will also gather information and intelligence, to help to critically analyse and identify opportunities for industry and the BCITO. They will inspire a spirit of excellence and commitment to customer service, reflecting the organisations customer centric service model.

## Ngā Whāinga Matua | Key responsibilities

### **Build and maintain close working relationship with key industry stakeholders.**

- Identify and work closely with key industry groups and organisations to establish and maintain an understanding of industry's vocational education goals and the functions of the BCITO – this will include national and regional advisory groups, industry associations, key industry contacts, supply chain partners, and relevant providers.
- Work closely with providers of off-job training delivery to ensure contract objectives are met.
- Work closely with key individuals identified within these industries and organisations.
- Create targeted engagement plans to help form working relationship with identified key organisations and individuals so you become their 'go to' person.
- Create engagement plans to enhance stakeholder commitment to the BCITO and manage expectations as appropriate.

### **Advocate on behalf of industry regarding their vocational education needs.**

- Through regular engagement with wider industry stakeholders, identify areas where the BCITO products and services can be enhanced, or new products and services offered.
- Work collaboratively with key decision-making people and process within the BCITO to ensure industry's needs and aspirations are well understood and appropriately actioned.
- Monitor BCITO initiatives/activities and keep industry regularly updated.
- Support our frontline teams with appropriate information, expertise, and advice.

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**Collect market intelligence and formal research to develop insight.**

- Act as a key organisation channel to gather information and insight for specific industries.
- Analyse information to identify opportunities for the organisation that align with its strategic priorities.
- Develop professional proposals aligned with organisational processes to support the opportunities identified.
- Keep stakeholders informed of BCITO services, initiatives and changes through regular communication.
- Attend network events to develop relationships and promote the BCITO's profile.
- Collect formal and informal market intelligence and share as appropriate.
- Identify business opportunities, i.e. sponsorship arrangements, roadshows, or other promotional activities.
- Identify opportunities to access third party learning resources.

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**Work collaboratively with other Customer Experience teams and the Te Kāhui Whakawhitinga team to ensure continuity in industry relationships.**

- Work alongside the Customer Experience team to plan strategy.
- Implement effective risk management processes to ensure compliance, operational, product and reputational risks are mitigated.
- Keep the Customer Experience and Te Kāhui Whakawhitinga teams updated with the industries in your portfolio.
- Ensure you're updated on the activities of other Customer Experience teams.
- Share success stories that benefit the team.

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**Manage the relationship between industry stakeholder groups and BCITO teams.**

- Support National Advisory Group meetings and other stakeholder events – co-ordinate BCITO participation at these meeting.
- Contribute to BCITO communications regarding activities/initiatives.
- Work with the Customer Experience Management team to develop and maintain industry engagement opportunities.

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**Note:** The above responsibilities are not exclusive. The employee may be asked to carry out other reasonable duties and accept additional reasonable responsibilities at management's discretion.

Regular overnight travel and attendance at stakeholder events outside normal office hours, will be required for this position.

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**Health & Safety and Company Information**

Always carry out the requirements of the position safely while supporting the organisation's environment, of promotion and adherence to Health & Safety policies and procedures by all employees.

## Mōu | Person specifications

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### Skills & Experience

- Strong key account management skills and experience.
- Able to build strong relationships (internal & external), using honesty, credibility and knowledge.
- Proven engagement with industry stakeholders, with a successful record of industry engagement for educative and commercial purposes.
- Extensive experience leading industry stakeholders in a change environment.
- Skilled in influencing and negotiating with senior management, internal stakeholders, and external business partners.
- Proven experience in project management methods, tools, and techniques.
- A clear understanding of New Zealand industry training systems.
- A clear understanding of, and background, in educational programme design, adult teaching, learning & assessment.
- Established listening skills that allow you to critically engage with a variety of sources and present that information in a way that is useful for the BCITO and industry.
- Skilled in analysing information to provide understanding and direction.
- Exceptional analytical skills – able to identify and evaluate commercial decisions based on data.
- A Bachelor’s degree or equivalent tertiary qualification.
- Outstanding verbal and written communication skills.

### Desirable

- Extensive knowledge of the building and construction industry, and the key people/organisations within it.
- Formal training and experience in Key Account Management.

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**Signed by Industry Advocate**

**Signed by GM Customer Experience**

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**Date:**

**Date:**