

Position Description

POSITION	:	Group Manager – Community Vision
REPORTS TO	:	Chief Executive
TEAM	:	Executive
EMPLOYMENT TYPE	:	Permanent, full-time
LOCATION	:	Alexandra (main Council offices)

Purpose

Work alongside executive colleagues to think, plan and act strategically towards positive, sustainable outcomes for the communities and environment of the Central Otago district.

The Group Manager – Community Vision will contribute to the leadership and strategic direction of Central Otago District Council as a member of the Executive Leadership Team. The role has collective responsibility and accountability with the rest of the ELT for the CODC's relationship with iwi/rūnaka, community engagement and wellbeing, organisational culture and leadership, and a strong customer focus

More specifically, the Group Manager – Community Vision is responsible for giving effect to the vision and direction of the Council on behalf of the communities it serves, including:

- Community Development
- Communications and Engagement
- Tourism
- Economic Development
- Regional Identity
- Strategy and Policy

Our Values

Our values embody the culture of the Central Otago District Council, how we behave and how decisions are made. They are built by staff, for staff, ensuring that all employees are on the same page so we can achieve and deliver our vision.



**Be
Respectful**



**Work
together**



**Be
courageous**



**Me manaaki tētahi ki tētahi, me
pakihiwitahi te tū – kia haere tahi ai tātou**

**Respect each other, stand shoulder to shoulder – so that we may travel on this
journey together**

Position Dimensions

Key result areas have been identified to assist in formulating performance objectives. The duties of the position are being carried out to a satisfactory standard when:

Number of direct reports	5
Number of employees within the department	24
Annual operating budget	\$4M

Key Accountabilities

Leadership

Share accountability and will take collective responsibility for the success of the organisation. This includes but is not limited to:

- Ensuring employees live our values and we have a proactive, positive and productive culture.
- Contributing as an effective, proactive and positive member of the executive team.
- Building strong 'one team' relationships across the organisation.
- Effective recruitment, retention and development of staff to ensure appropriate performance is maintained.
- Coaching, mentoring, supporting and enabling staff to achieve agreed outcomes, and grow and develop in their roles.
- To lead by example with regards one's own conduct, professionalism and commitment to the established Council agenda and values.
- Ensuring Council meets its statutory obligations and strategic reporting, communication and consultation with our community, organisational work programmes and funding.
- Continuous organisational process improvement and efficiency.
- Maintaining a safe and healthy workplace through safe work practices and contractor engagement complying with established policies and procedures.
- Ensuring organisational consistency with rigorous budget and project management.
- Providing high quality advice, reports and recommendations to the Chief Executive and elected members.
- Assist in civil defence functions and/or maintain the provision of essential services in emergency management events.
- Undertake any other relevant duties, including attending out of hour's meetings as requested by the Chief Executive.

Community and Engagement

To provide strategic support, oversee the management and drive efficiency and performance in the delivery of council's communications, regional identity and community development activities.

Expected Results

- To oversee and provide leadership and management support to the communications, regional identity and community development staff.
- Have an understanding of the strategic overview and key priorities and objectives of the organisation and oversee the development of work programmes for the team to deliver on them.
- To oversee the implementation and approval of a strategic communications plan for council with the Community and Engagement Manager.
- To oversee and maintain an awareness of current events and issues at local community, regional and national level, to consider the associated risks and opportunities, and provide communications advice to management and elected members on those matters.
- To oversee the leading and actively contributing to operational improvements to council's communications and regional identity activities, including both internal and external communication.
- To oversee and lead the implementation of council's strategic use of new and emerging media, with a focus on digital and social media.
- Constantly evaluating current communication channels and recommending adjustments where appropriate.
- To oversee and ensure Central Otago District Council is represented at community planning meetings to assist with advice on projects when required.
- To oversee and maintain an awareness of current and future community plan initiatives and discuss with management and team as appropriate.
- To oversee and provide strategic advice in the development, promotion and use of Central Otago's Regional Identity internally and externally.
- To have an understanding of the budgets and performance for the communications, regional identity and community planning activities. Submit budgets for Annual Plan and Long-Term Plan.

Tourism

To provide strategic support, oversee the management and drive efficiency and performance in the delivery of council's tourism organisation and tourism development activities, so as to deliver agreed strategic outcomes.

Expected Results

- To oversee, provide professional, effective and efficient strategic and operational management of regional tourism activities for Central Otago.
- This is inclusive of:
 - Delivery of the Central Otago Tourism Strategy
 - Visitor destination management
 - Day to day functions of TCO as a regional tourism organisation, including product development, consumer marketing, media relations, online presence, operator development/education and other activities
 - I-sites and visitor information services

- Broad industry and sector collaboration and partnership, including external relationship development with Central Otago operators, Tourism NZ, other RTO's and bodies
- Internal working relations with other Council activity areas, of particular focus being economic development, regional identity and community services
- To support to the Community and Engagement Manager and Chief Executive Officer to develop and give effect to wider organisational objectives and priorities for Central Otago District Council.
- To oversee and undertake people, financial and resource management functions and provide effective leadership and direction to the TCO staff on such.
- To oversee and provide strategic management of aspects of Long Term, Annual Plans and other plans and strategies as they relate to TCO activities, including support and input to wider community engagement and Council projects.

Economic Development

To provide strategic support, oversee the management and drive efficiency and performance in the deliver economic and business development of the Central Otago district so as to enhance the regional identity and the wellbeing of the community.

Expected Results

- To oversee and build effective relationships within Central Otago and externally at all levels (including community, business and Council)
- To provide support and oversee the preparation, monitoring and reporting of the Economic Development forecasts and respective performance measures.
- To oversee and co-ordinate the development of Central Otago's Economic and Business Development.
- To oversee and co-ordinate the development of Central Otago's Economic and Business Development.
- To oversee and co-ordinate economic development associated projects.
- To oversee and manage the preparation, monitoring and reporting of economic development budgets forecasts and respective performance measures.

4. Strategy and Policy

To provide strategic support, oversee the management and drive efficiency and performance in the development and delivery of high quality strategic and policy advice to achieve Council's long-term vision and goals.

Expected Results

- To oversee and provide expert advice to the development of high-quality strategic and policy advice for council, including both qualitative and quantitative analysis.
- To oversee and actively collaborate with stakeholders to promote organisational and portfolio strategic objectives and seek collective and innovative solutions.
- To oversee and provide high quality analysis and advice that is objective, practical and delivered within specified timeframes.
- To oversee the development of new and review existing Council policies and strategies, processes and services, and where applicable, recommend improvements in line with operational standards, legislation and organisational requirements.
- To oversee and systematically monitor and evaluate progress towards strategic outcomes. Support the Chief Advisor to keep the chief executive and executive team informed of key issues, risks and opportunities related to progress towards organisational outcomes.

- To oversee and regularly conduct scans on central and local government issues, including the development of legislation likely to impact on the council, and contribute to the facilitation of council's input into any review, including advocacy and submissions.
- To oversee the written strategic documents including option papers, policies, submissions, reports and consultation documents for publication.
- To oversee and support the representation of the views of Council at meetings, on committees and working parties, as required.
- To oversee and respond to requests for advice and information from council staff, elected members, the public and other stakeholders.
- To oversee and contribute to other council strategy, policy and organisational planning documents as required (including by-laws).
- To oversee and keep organisational awareness of the full strategy and policy suite of documents and works with relevant departments to ensure strategies and policies are reviewed and refreshed as and when required.
- To oversee and support project manage strategic development and initiatives within various portfolios as required.

5. Project Work

Oversight of assigned Council wide projects, such as policies, strategies, projects and engagement relevant to the department, and leading departmental input into the annual report, LTP and other organisation wide projects.

Expected Results

- Project-manage (and contribute to) the delivery of projects to achieve results on time and in accordance with council priorities and budgets.
- Monitor the outside agencies/key partners to ensure a strong alignment is maintained and that the outcomes required by Council, committees and the community are achieved.
- Demonstrate excellent decision-making skills, assess risks, opportunities and benefits.

Position Requirements

The below qualities, knowledge and skills are that key focus for this role and are used to assess an applicant's suitability for the role and the incumbent's performance in the role.

Personal Qualities

Customer Focus

- Listens to customers and actively seeks to meet or exceed customer needs.
- Looks beyond the obvious to improve levels of service.
- Committed to delivering high quality outcomes for customers.

Relationship Building

- Promotes understanding and compromise through diplomatic handling of conflict.
- Forges valuable partnerships with people inside and outside CODC.
- Builds trust through consistent actions, values and communication.

Conceptual and Analytical Ability

- Deals with concepts and complexity comfortably.
- Uses analytical and conceptual skills to reason through problems.

- Has creative ideas and can project how these can link to innovations.

Decisiveness

- Makes rational decisions based on a consideration of the facts and alternatives, evaluating rational and emotional elements of the situation.
- Makes tough decisions based on available facts.
- Commits to a definite course of action.

Detail Focus

- Observes fine details and identifies gaps in information.
- Prefers to follow processes to complete tasks.
- Regards maintaining high levels of accuracy as extremely important.

Knowledge and Skills

Leadership

- Communicates and models a vision that generates enthusiasm, optimism and commitment.
- Recognises and rewards behaviour that is aligned with the vision and values of CODC.
- Identifies potential issues and setbacks and guides the team to optimise outcomes.
- Able to provide frank and fearless advice to colleagues and elected representatives.
- Experience and/or willingness to engage in te ao Māori and te reo Māori.

Consults and Advise

- Highly developed communication skills.
- Clarifies needs and expectations of roles, processes and outcomes.
- Develops flexible and practical solutions or recommendations to complex problems.
- Communicates regularly with others providing advice in areas of expertise.

Commercial Skills

- Guides and challenges others to continually strive for more efficient ways of doing things.
- Decisively manages financial issues with appropriate legal and risk considerations in pursuit of desired outcomes.
- Focuses on activities and projects that will bring the best long-term return for the organisation.

People Management

- Aligns team with the organisational values and goals through effective people management, visibly modelling the values and being available for your teams.
- Maximises effectiveness by selecting, developing, managing and motivating a high performing team.
- Clearly defines role expectations, monitors performance, provides timely and constructive feedback and facilitates employee development.

Resource Management

- Develops and maintain budgets, anticipating and managing risk.
- Negotiates necessary resources from budgets and other sources.
- Decisively manages financial issues and responsibilities and challenges others to seek more efficient ways of doing things.

Specialist Expertise

- Experience with local government or a similarly complex operating environment.
- At least five years' experience leading policy, strategy, community development and communications functions.

Relationships

External

Public
Community Groups
Government and non-government agencies
Media
Tourism Sector
Tourism New Zealand
TIA
I-SITE New Zealand
Historic Places Trust
Department of Conservation
Regional Tourism Organisations
Economic Business Development Consultants
Development Agencies

Internal

Chief Executive Officer
Executive Team
Community Vision Team
Manager, Human Resources
Mayor and Elected Members
Council Staff