

POSITION DESCRIPTION

Job Title	Programme Manager, Tohu Whenua
Directorate	Operations
Location	Wellington
Reports To	HNZPT Regional Services Director, Operations
Role Purpose	<p><i>Tohu Whenua: Landmarks that tell our stories</i> is a joint initiative of Manatu Taonga Ministry for Culture and Heritage (MCH), the Department of Conservation Te Papa Atawhai (DOC), Ministry of Business, Innovation and Employment (MBIE) and Heritage New Zealand Pouhere Taonga (HNZPT) to promote significant places that are of particular importance in telling New Zealand’s defining stories.</p> <p>The overall objectives of the programme are to:</p> <ul style="list-style-type: none"> • Tell New Zealand’s defining stories through places and link places through stories • Showcase a wide range of visitor attractions and enhance regional growth by supporting tourism, • improve the quality of the visitors’ experiences at New Zealand’s significant places, and • enhance New Zealanders’ sense of identity and nationhood. <p>The Programme Manager will work to develop, manage and implement the programme plan providing oversight of specific workstreams (including marketing, digital presence, story-telling), regional launches, ongoing monitoring and evaluation of the project. The role also provides strategic advice in relation to the programme, support to the project governance structures, and requires budget management.</p>
Direct Reports	None
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> • Regional and local staff of the partner agencies MCH, DOC, MBIE and HNZPT <p>External:</p> <ul style="list-style-type: none"> • Associate Minister (responsible for Tohu Whenua) • Iwi and hapu • Local government staff and elected representatives • Regional and national tourism organisations • Government department staff • Owners of heritage properties • Community based heritage organisations • General public

Key Responsibilities

Accountability	Deliverables/Outcomes
Performance Accountability (1) Strategic Leadership	<ul style="list-style-type: none"> • Lead the delivery of a long term implementation plan for Tohu Whenua including: <ul style="list-style-type: none"> ○ Branding ○ Marketing ○ Communications ○ Co-ordination of programme throughout the country • Grow the network of connected sites for marketing and promoting the national Tohu Whenua programme • Monitoring and evaluation of the overall programme including annual reporting.
Performance Accountability (2) Programme Governance	<ul style="list-style-type: none"> • Convene governance and project team meetings • Report progress on each regional project and wider programme to governance groups as agreed • Provide strategic advice to the governance groups in relation to the programme • Contribute to briefings to the Minister and updates as required • Maintain information flow with all parties
Performance Accountability (3) Programme Marketing	<ul style="list-style-type: none"> • Improve public awareness, knowledge and interest in the Tohu Whenua programme • Effectively communicate and highlight the unique elements of the Tohu Whenua programme with a broad and diverse audience • Enable potential visitors to access high quality information on the Tohu Whenua programme via a variety of marketing channels • Establish Tohu Whenua’s reputation as a “must-do” visitor experience for local and international visitors
Performance Accountability (4) Programme Management	<ul style="list-style-type: none"> • Facilitate the formation of regional project teams to deliver the project on the ground in alignment with the objectives and criteria of Tohu Whenua including: <ul style="list-style-type: none"> ○ Site identification and selection ○ Community consultation including iwi ○ Communications ○ Programme and site launch • Provide leadership to teams in a principled, positive and performance oriented manner. • Add value to the team by contributing specialist expertise to the work of the team. • Oversee the work of the regional team, allocate tasks as and where appropriate • Work with collaborating agencies’ specialist staff (eg communications) as and when required to deliver the outputs of the programme • Manage the project plan and budget including overseeing resourcing needs and adhering to HNZPT’s accounting and procurement policies.
Performance Accountability (5): Relationship Management	<ul style="list-style-type: none"> • Establish and maintain positive professional relationships with Tohu Whenua site owners, iwi and hapu, external stakeholders including tourism agencies and communities, and partner agencies. • Lead discussions with tangata whenua to achieve support for and inclusion of sites of significance to Maori in the programme. • Actively seek opportunities for partnership with key stakeholders to achieve greater appreciation and awareness of Tohu Whenua

Internal and External Relationship Management	<ul style="list-style-type: none"> Establish and maintain positive professional relationships internally and externally, particularly with external stakeholders.
Bi-cultural responsiveness	<ul style="list-style-type: none"> Ensure that principles of the Treaty of Waitangi are provided for
Health and Safety	<ul style="list-style-type: none"> Ensure that all requirements for Health and Safety are met

Person specification - Essential Competencies and Attributes

Communication	<ul style="list-style-type: none"> Communicates clearly and effectively with a wide range of people and situations in order to explain and influence. Skills include: <ul style="list-style-type: none"> Written and oral communication that is clear, concise and compelling. Listens actively and constructively and encourages participation and mutual understanding. Clearly and courteously communicates the position of Tohu Whenua and the partner agencies maintains it when required, even when in conflict with stakeholder views.
Intellectual and Analytical Management	<ul style="list-style-type: none"> Makes recommendations and decisions on appropriate information.
Professionalism	<ul style="list-style-type: none"> Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance. Sets high standards of excellence and quality of performance in both self and others. Is forward-thinking and committed to seeking positive heritage outcomes, pro-active approaches and innovative responses.
External Relationship Building	<ul style="list-style-type: none"> Builds and maintains positive and constructive working relationships externally. Achieves clear and effective two way communication with a wide range of people in all situations Is respectful to the needs of the organisations' customers and of Tohu Whenua stakeholders.
Team Relationships	<ul style="list-style-type: none"> Fosters and exhibits a strong team spirit within the wider Tohu Whenua team, regional teams and contributing agencies.
Organisational Behaviours and Values	<ul style="list-style-type: none"> Demonstrates the HNZPT behaviours and values: <ul style="list-style-type: none"> <i>Tairangihia – Honouring and Respectful</i> <i>Kotahitanga – Collaborative and Unified</i> <i>Tātakihia – Inspiring and Progressive</i> <i>Manaakitanga – Considerate, Authoritative and demonstrates Integrity</i>

Desired Qualifications and Professional Experiences

Professional Experience and Credibility	<ul style="list-style-type: none"> Experience in establishing and managing complex teams to achieve identified outputs on time and within budget Budgeting and financial management skills Iwi liaison and consultation experience
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	<ul style="list-style-type: none"> • Strategic thinking • Negotiation and conflict resolution skills • Understanding and appreciation for NZ heritage, including Maori history • Well developed written and oral communication skills
Qualifications	<ul style="list-style-type: none"> • Desirable in a relevant discipline(s) including: <ul style="list-style-type: none"> – Project management – Recreation – Tourism – Marketing – Heritage management – Resource management



HERITAGE NEW ZEALAND
POUHERE TAONGA

Tairangahia a tua whakarere; Tātakihia ngā reanga o amuri ake nei
Honouring the past; Inspiring the future