

Position Description

Position title:	Project Manager Business Connectivity
Reports to:	Chief Executive Officer - Business Hawke's Bay
Board Project Champions:	Mike Purchas, Robert Darroch
Internal BHB relationships:	Administrative Support Programme Manager Food & Beverage High Performance Work Initiative Project Manager Kite Communications BHB Board
Customers:	Hawke's Bay business owners and managers
Funders:	NCC, HDC
Consulted Parties:	GM HB Tourism, CEO HB Airport
Network:	Member of Hawke's Bay Business Hub Inc, specialist service providers, EIT, industry bodies, central government agencies, local government

Organisational summary:

Business Hawke's Bay (BHB) is the region's business-led economic development agency. Established in 2011 and supported by a Board, BHB now consists of a small and passionate team that works closely with stakeholders to drive business growth in the region. The organisation facilitates insights, advice and introduction to business services, to create highly profitable, sustainable Hawkes Bay businesses.

Project Background

With the recent launch of Jetstar, there is now competition to Air New Zealand in the air carrier market servicing the route between Hawke's Bay and Auckland. Sounds Air is competing against Air New Zealand for air carrier services between Hawke's Bay and Marlborough. We have seen lower air fares as a result however competition is only sustainable if there is growth in the market and the air carriers themselves are profitable.

Business Hawke's Bay's goals are therefore to ensure that growth in air travel happens within the business community – which is estimated to represent 60% of passengers - and to liaise with air carriers to ensure that they are generating sufficient revenues to ensure their financial sustainability on Hawke's Bay routes.

Although all modes of travel may be considered within scope of this role if time permits, the primary focus shall be on business air travel.

Scope

This project primarily relates to the travel of people from Hawke's Bay businesses. A secondary consideration is the travel of business people to Hawke's Bay who work for businesses outside of the region.

Key purpose of the role:

The purpose of this role is to help support the growth of businesses in the region by facilitating and liaising to help match the demands of business travellers with the supply of services from providers, with a strategic focus on airlines and regional stakeholders.

This contributes directly to helping business people make and sustain their connections outside of the region which is vital to their business growth, and that this growth in turn be reflected in growth in air passengers which will lead to financial sustainable outcomes for airlines servicing this route.

It is anticipated that through this facilitation and liaison that the Project Manager Business Connectivity will be able to identify specific actions which will contribute to the purpose.

Fixed Term

This role is for a 12 month fixed term. At this stage no contract renewals are envisaged.

Hours of work:

40 hours per week.

Location:

Based at the BHB premises at Hawke's Bay Business Hub, 36 Bridge Street, Ahuriri.

The position encompasses the whole of the Hawke's Bay region from Waipukurau in the south, to Wairoa in the north. Some travel to visit businesses throughout Hawke's Bay through use of a personal vehicle will therefore be required. BHB shall supply a laptop.

Remuneration:

A base salary is offered. Mileage for usage of a personal vehicle for business purposes will be calculated based on the AA standard rating. Business calls made from a personal mobile will be reimbursed.

Key Performance Indicators

Responsibility	Requirements	KPIs
Hawke's Bay Market Validation & Goals: <ul style="list-style-type: none"> research the validated needs of business travellers understand what sustainability looks like for air carriers agree project goals 	The market validation shall: <ul style="list-style-type: none"> Be research based (primary and desk research) Consider both the needs of customers and suppliers Consider all transport options Incorporating the Funders' KPIs, shall lead to the identification of goals: <ul style="list-style-type: none"> short term: by June 2016 medium term: June – Dec 2016 months long term: From Jan 2017 	1. Market Validation and goals are reviewed and endorsed by CEO, Board Project Champion, and Consulted Parties by 28 February 2016
Strategy development and implementation	<ul style="list-style-type: none"> The strategy shall be informed by the research and support the achievement of the goals It will identify actions which can be funded by 	2. Key strategies, actions and budget are prepared and agreed with BHB CEO. 3. Actions are endorsed by BHB Board and Consulted Parties by March 2016 Board meeting

	<p>the budget available and/or with the support of further sponsors.</p> <ul style="list-style-type: none"> • It may include actions which are agreed and executed by other parties e.g. Consulted Parties • The strategy excludes any financial inducements to any one air carrier • Strategy shall be a living document incorporating new ideas which may be agreed and implemented during the project implementation • Results are measured 	
Stakeholder engagement & Communication	<p>Constructive relationships are developed and managed with:</p> <ul style="list-style-type: none"> • Businesses & associations • Airlines • Consulted Parties • Funders • The BHB Board • BHB and Business Hub members <p>#</p>	<p>4. Demonstrate to the CEO that professional communications have been maintained with all stakeholders</p> <p>5. Reporting requirements are met for the CEO, BHB Board and Funders.</p>
Review Business Connections Project learnings	<ul style="list-style-type: none"> • Review the Business Connectivity project with the CEO and Board Project Champions to determine success factors and potential areas for ongoing investment. 	<p>6. Recommendations are made to the CEO and BHB Board by end Nov 2016</p>

References

- Hawke's Bay Business Case for Jetstar
- Business Survey Results
- Draft Strategic Plan
- Funding Contract with HDC & NCC
- Budget

Person Specification

Experience/Knowledge

<ul style="list-style-type: none"> ● Degree qualified, ideally within a business discipline.
<ul style="list-style-type: none"> ● 5+ years' experience in a commercial environment. Ideally this experience will include working in a business development or marketing role.
<ul style="list-style-type: none"> ● Experience in project management and the coordination of multiple stakeholder relationships is a prerequisite.
<ul style="list-style-type: none"> ● Well networked - knowledge of/relationships with Hawke's Bay businesses is desirable.
<ul style="list-style-type: none"> ● Experience within the travel industry would be advantageous.
<ul style="list-style-type: none"> ● Driver's License

Key Competencies/Attributes

Competency	Definition
<ul style="list-style-type: none"> ● Results Orientation 	<ul style="list-style-type: none"> ● Able to identify options and establish courses of action, goals, methods and resources for self and others. Actively influences events and outcomes rather than passively accepting things. Sees opportunities and acts on them. Originates effort.
<ul style="list-style-type: none"> ● People Savvy 	<ul style="list-style-type: none"> ● Has an awareness of other people and is mindful of how actions and words impact on others. Shows a consideration for the feelings and needs of others. Able to 'read' people and adjust style accordingly.
<ul style="list-style-type: none"> ● Resourceful 	<ul style="list-style-type: none"> ● Able to assimilate information from a variety of sources to integrate and apply different ideas and approaches to accomplish a goal. Acts effectively and imaginatively to overcome difficulties and obstacles.
<ul style="list-style-type: none"> ● Collaborative 	<ul style="list-style-type: none"> ● Works cooperatively and effectively with others to achieve common goals. Develops cooperation and teamwork while participating in a group. Works toward solutions which generally benefit all involved parties.
<ul style="list-style-type: none"> ● Strategic Thinker 	<ul style="list-style-type: none"> ● Capable of thinking conceptually, imaginatively, systematically, and opportunistically with regard to attaining goals and desired outcomes.
<ul style="list-style-type: none"> ● Reliable/Trustworthy 	<ul style="list-style-type: none"> ● Shows commitment, dedication and accountability in one's work, and follows through on all projects and agreements. Contributes to and supports others.
<ul style="list-style-type: none"> ● Client Orientation 	<ul style="list-style-type: none"> ● Able to assimilate information from a variety of sources in order to integrate different ideas and approaches to accomplish a goal for the customer. Meets and exceeds customer needs to ensure satisfaction.
<ul style="list-style-type: none"> ● Team Leadership 	<ul style="list-style-type: none"> ● Communicates vision and strategy in ways that gain the support of others. Mentors, motivates and guides others toward goals.
<ul style="list-style-type: none"> ● Communication Skills 	<ul style="list-style-type: none"> ● Proficient in understanding, influencing, and interpreting information from others and interacting to achieve positive outcomes.