

POSITION DESCRIPTION

Position Title:	General Manager
Location:	Flexible
Reporting to:	Board of Trustees
Date:	September 2024
Type:	Permanent full time (flexible)

Position summary

The General Manager provides strategic and operational leadership to the organisation, but the true value of this role lies in the ability to build strong mutually beneficial relationships, collaborate with stakeholders and influence at industry level to deliver lasting impact for women and the sector.

This role is about building our market presence, identifying new opportunities aligned to strategy and delivering cutting edge programmes and services to the women in the food & fibre sector. The General Manager will not only embrace Te Ao Māori in the delivery of our strategy but will be a change maker, building bridges between Tangata Whenua and Tangata Te Tiriti.

Key Responsibilities

Strategic Change and Operational Management:

- Skilful design and execution of our strategic plan
- Oversee the daily operations of the organisation, ensuring efficiency, compliance, and effectiveness of functions and activities
- Develop, implement and maintain operational policies, plans and processes and ensure effective measures are in place to track and report progress against agreed goals.

Stakeholder Engagement:

- Identify, build and maintain strong mutually beneficial relationships with partners, supporters and other key stakeholders
- Actively collaborates with other sector organisations to deliver the best outcomes for women and the food and fibre sector.
- Represents AWDT within the sector at industry events and strongly advocate for women within the sector
- Implements and maintains an effective stakeholder engagement plan to provide confidence that we are delivering against our promises and meeting and achieving agreed goals and milestones
- Broaden the Alumni to include all past, present and future participants and actively engage with alumni to create a strong sector community.

Team Culture and Leadership

- Develop and foster an inclusive team environment that supports staff wellbeing, engagement, development, accountability and collaboration.
- Develop and manage end-to-end people-related functions, including recruitment, development, and performance and compliance with all regulations, ethical standards, and best practices in human resources management.
- Ensure a strong focus on health and safety for staff, participants and any others conducting business on behalf of AWDT.

Financial Management:

- Ensure the organisation's finances are managed effectively and ethically and AWDT complies with all legal requirements
- Ensure financial sustainability through effective management of resources, including monitoring cash flow and maintaining financial records

- Oversee financial reporting, funding compliance, and auditing processes.

Fundraising and Revenue Generation:

- Provide leadership and support for fundraising initiatives, including identifying opportunities, partnership development, funding proposals
- Investigate and establish a plan for alternative revenue sources to reduce the reliance on Partner funding and to ensure the long-term sustainability of the organisation
- Develop appropriate business cases for new initiatives, develop proposals, contracts, measurements and providing timely reporting.

Programme Management:

- Deliver on our aspiration to be the food & fibre sector's primary provider of women leadership and development programmes
- Track and measure the impact of programmes and initiatives by setting clear quantitative and qualitative goals and targets at the outset and assessing progress for reporting purposes
- Develop and maintain a strong core of AWDT programmes that are fit for purpose and align with the organisation's goals and impact objectives
- Ensure that programmes and services are delivered to a high standard, meeting the needs of all stakeholders.
- Oversee the design, implementation, and evaluation of programmes to ensure they meet quality and delivery standards and continue to deliver to the needs of women and the sector
- Monitor the effectiveness and outcomes of programmes, recommending changes or enhancements as necessary
- Regularly monitor and assess contract facilitator delivery of programmes, provide feedback and check and adjust as required
- Ensure compliance with funder and other contract requirements related to programme delivery.

Marketing and Communications:

- Develop and manage the execution of the organisation's marketing and communications plans, ensuring we amplify our brand awareness
- Effectively target our initiatives towards our key markets to maximise customer awareness and conversion into course participants
- Develop annual communications and social media plans to deliver key messages, tell our stories and maximise our market exposure.
- Develop and maintain a community hub to support our strategy of creating great community connections
- Ensure all technology platforms and data bases function effectively and uphold privacy requirements and data security protocols.

The responsibilities outlined above are not intended to be exhaustive, and there is an expectation that the General Manager will work flexibility to achieve the best outcomes for AWDT.

Relationships - Internal/External:

- Team members
- AWDT Trustees
- Alumni members
- AWDT partners, sponsors and in-kind supporters
- Contractors
- Suppliers
- Programme participants

Qualifications

Education and Experience:

- Proven experience in a senior leadership role within the food & fibre sector
- Strategy development and execution
- Strong understanding of the principles of Te Tiriti o Waitangi and Māori Tikanga

- Demonstrated commitment to better outcomes for women.
- Demonstrated experience working with, and reporting to, a Board.

Skills and attributes:

- Change maker
- High level of integrity, professionalism, and commitment to purpose and vision of AWDT
- Curious and embraces own personal development and learning opportunities
- Ability to surf strategy and execute functionally
- Embraces Te Ao Māori and has a strong understanding of the principles of Te Tiriti o Waitangi
- Excellent relationship management skills
- Effective communication and interpersonal skills, with a track record of building partnerships
- Familiarity with non-profit financial management and funding contracts
- Marketing and social media expertise

AWDT VALUES	TEAM COMPETENCIES
<ul style="list-style-type: none"> • Keeping it real • <i>Providing relevant development for agriculture</i> • <i>Creating a trusted environment</i> • <i>Being accessible for everyone</i> 	<ul style="list-style-type: none"> • Full participation and contribution across all activities and business areas in team meetings • Working together with an ethos of “strong opinions, loosely held” • Members are professional, organised and honest • Pride ourselves on being competent and do what we say we will • Team attendance at all key AWDT events • Participation in a programme as part of induction
<ul style="list-style-type: none"> • Standing shoulder-to-shoulder • <i>Supported growth of participants and AWDT team members</i> • <i>Creating meaningful connections</i> • <i>Collaboration</i> 	<ul style="list-style-type: none"> • We pitch-in across programmes, helping each other out as needed • We maintain a united front • Taking ownership, accountability and responsibility • We are team players participating in planning and problem-solving • We maintain confidentiality at all times • We always talk to the solution, not the problem
<ul style="list-style-type: none"> • Creating positive change • <i>Enabling people to reach their potential</i> • <i>Building leadership behaviours</i> • <i>Producing graduates with aspirational goals</i> • <i>Sector transformation</i> 	<ul style="list-style-type: none"> • We provide excellent customer service by being responsive, friendly and relatable – we ‘get it’ and understand agri women • We are flexible and adaptable, and accepting of change