

Position Description: General Manager Strategy & Innovation

Kaiwhakahaere Manager	Chief Executive
Te Wāhi Noho Location	National Office
Te Rā Date	May 2026
Whakapānga Tuatahi Direct reports	3 (12 indirect)
Ngā Hononga Mahi Working relationships	
Internal:	BCITO employees and Board of Directors
External:	Tertiary Education Commission (TEC) New Zealand Qualifications Authority (NZQA) BCITO's parent Construction Skills New Zealand Inc Industry and professional bodies Strategic Partners Construction sector participants including employers

He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, haere mai, whakatau mai.

BCITO Limited is New Zealand's largest provider of building and construction trade apprenticeships. We are industry owned and led, as part of Construction Skills New Zealand (CSNZ).

Our purpose is clear and our impact powerful. We manage apprenticeships and training for the building and construction sector. Our programmes are designed to be straightforward for learners and workable for employers. Because each trade has its own rhythm, risks and requirements, we build full, end-to-end programmes with wraparound support, so an apprentice can progress from their first day on the job to being fully qualified. An employer can grow real capability on site without slowing the work.

Our difference is focus and follow-through. We work closely with NZQA and TEC to ensure our qualifications are robust, we build our delivery with industry to keep it practical, and we measure outcomes rigorously so we can learn and improve. That is why employers stay with us, why apprentices recommend us, and why BCITO remains New Zealand's provider of choice for work-based learning in the construction trades.

With a new shift to a new Private Training Establishment on 1 January 2026 — owned by the industry it serves — BCITO is entering an exciting new chapter. In a sector that builds homes, schools, hospitals and workplaces, people are the critical infrastructure. **At BCITO, we are building people who are building people**, that build New Zealand.

Ngā Uara | 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 Kaupapa | Purpose

The GM Strategy & Innovation will lead the strategic engine room of BCITO.

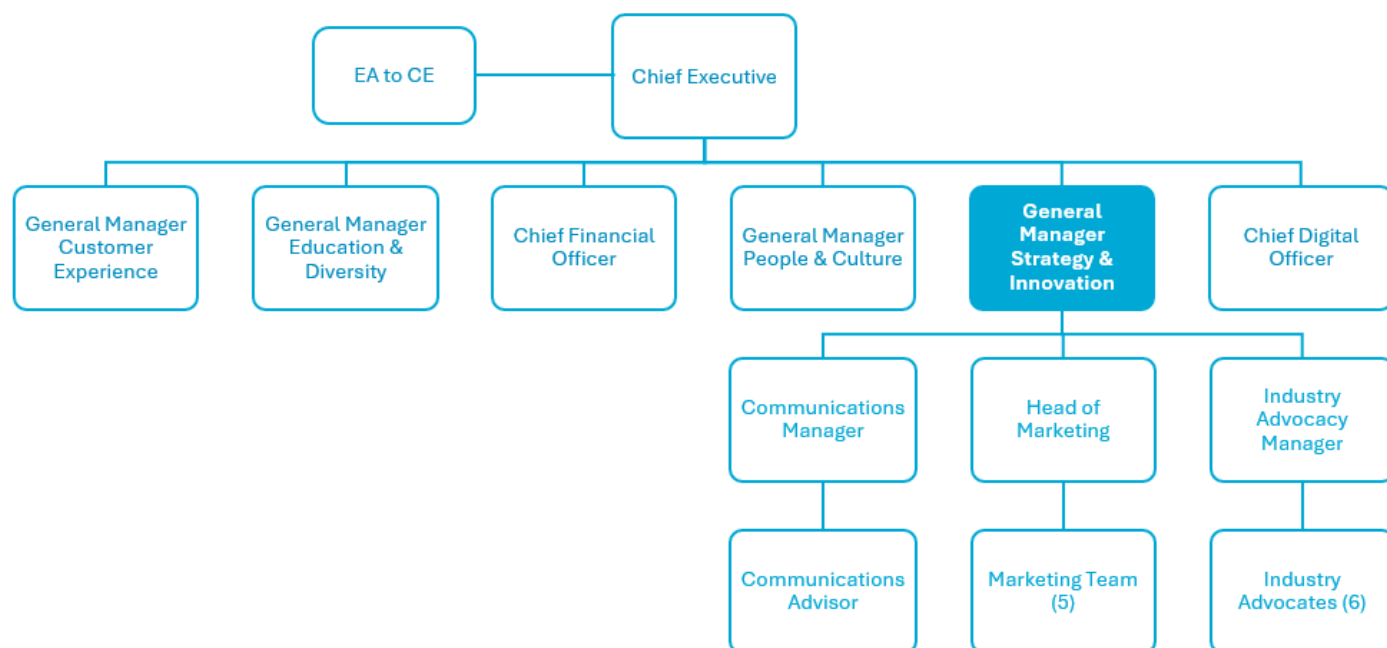
As a key member of the Executive Leadership Team (ELT), this role is accountable for generating the intelligence, insight, and direction that drives the whole organisation forward. It translates deep understanding of the vocational education system, the construction sector, employer needs, learner experience, and our own people into clear strategy — and a credible, well-resourced plan to deliver it.

The GM Strategy & Innovation sets the destination. Working in close partnership with the GM Education (who designs the educational offering) and the GM Customer Experience (who delivers it), this role ensures BCITO's strategy is not just well-formed but well-executed — with the whole organisation moving in the same direction. Across the ELT, it also works alongside the GM People & Culture, Chief Financial Officer, and Chief Digital Officer to ensure BCITO's ambitions are connected, resourced, and enabled.

This is a role for a bold, curious, and credible leader — someone who can sit with an employer on a build, an apprentice in Northland, a government minister in Wellington, and a Board of Directors, and bring each of those worlds into sharper focus for BCITO. Someone who sees around corners, makes sense of complexity, and knows how to turn insight into strategy and strategy into action.

To do this, the GM Strategy & Innovation leads a high-performing team spanning insights and research, marketing and communications, stakeholder engagement and strategic planning — the functions that keep BCITO informed, visible, and ahead of the game.

Te Tū Whakahaere | Reporting Structure



Ngā Whāinga Matua | Key Responsibilities

1. Strategy and Performance

- Own and lead BCITO's strategic planning cycle — from environmental scanning and insight synthesis through to strategy formation, annual business planning, and organisational performance monitoring.
- Partner with the Chief Executive to develop and present compelling strategy and performance materials for the Board of Directors, supporting robust governance and effective decision-making.
- Lead BCITO's diversification strategy, identifying and pursuing new opportunities to grow commercial returns in a way consistent with our mission and ownership model.
- Ensure all strategic and planning work is grounded in the needs of learners, employers, and the industries BCITO serves, and aligned with our obligations as a Private Training Establishment under TEC and NZQA frameworks.
- Act as the strategic integrator across the ELT — aligning the work of education design, delivery, people, finance, and digital under a coherent, shared direction.
- Contribute actively to a high-performing, collaborative executive culture, modelling collective accountability for organisational results.

2. Insights, Research and Intelligence

- Build and lead a best-in-class insights and research capability that generates deep, actionable intelligence — across the vocational education system, construction sector trends, employer needs, learner experience, workforce dynamics, and BCITO's own performance.
- Ensure BCITO's strategy, investment decisions, and advocacy are always grounded in robust evidence — drawing on domestic and international perspectives.
- Develop regional market intelligence to inform how and where BCITO should grow its presence and provision.
- Design and maintain mechanisms to systematically capture and act on the voice of employers, learners, and BCITO's own people — feeding those voices directly into strategy and continuous improvement.

3. Thought Leadership and Advocacy

- Position BCITO as the leading voice in construction sector education — developing and promoting evidence-based thought leadership on workforce development, apprenticeships, and the future of vocational learning in New Zealand.
- Lead BCITO's engagement in the vocational education system — building influential relationships and actively shaping policy settings with TEC, NZQA, government agencies, and sector bodies.
- Represent BCITO in high-stakes external settings — industry forums, government processes, and media engagements — with authority, credibility, and clarity.
- Shape and steward BCITO's narrative: who we are, what we stand for, and why it matters.

4. Strategic Partnerships and Stakeholder Engagement

- Lead the development and stewardship of BCITO's most important strategic relationships — with employers, industry bodies, iwi, government agencies, NZQA, TEC, and peer organisations.
- Maintain a broad, system-wide view of the vocational education and training landscape, ensuring BCITO is always informed, well-connected, and well-positioned.
- Collaborate with BCITO's parent body, Construction Skills New Zealand (CSNZ), to align strategy and maximise collective impact across the sector.

5. Marketing and Communications

- Lead the Marketing team responsible for BCITO's brand positioning, digital engagement, events, and campaigns — ensuring BCITO is seen and chosen by the right employers and learners.
- Lead the Communications team responsible for all internal and external communications — ensuring messaging is consistent, compelling, and true to who BCITO is.
- Ensure marketing and communications are insight-led, audience-centred, and tightly aligned with BCITO's strategic objectives.

6. Governance and Organisational Reporting

- Provide high-quality, timely reporting to the Chief Executive, ELT, and Board — ensuring decision-making at every level is supported by clear, accurate, and well-framed information.

- Prepare and present Board materials to a high standard, supporting rigorous governance processes.
- Champion a culture of evidence-based decision-making and strategic discipline across BCITO.

7. Wellbeing and Safety

- Model and champion BCITO's commitment to the health, safety, and wellbeing of all people — carrying out all responsibilities safely and in full accordance with BCITO's Wellbeing & Safety policies and procedures.

8. General

- Comply with the Education and Training Act 2020, Privacy Act 2020, and all relevant NZQA, TEC, and statutory obligations.
- Travel within New Zealand as required to meet with employers, partners, learners, and stakeholders.

Note: The above responsibilities are not exhaustive. The employee may be asked to perform other reasonable duties at management's discretion.

Mōu | Person Specifications

Experience and Qualifications

- Relevant tertiary qualification.
- Substantial senior leadership experience — at executive or near-executive level — in a strategy-focused role within a sector-facing, mission-driven, or regulated organisation.
- Demonstrated track record of developing strategy that delivers measurable change — not just producing plans.
- Proven experience working with or presenting to a Board of Directors.
- Knowledge of the New Zealand vocational education system and/or the construction sector is highly desirable.

Skills and Capabilities

- Outstanding analytical and synthesis capability — able to bring together complex data, diverse intelligence, and competing perspectives into clear strategic direction.
- Excellent communicator: compelling in writing, confident presenting to diverse audiences, and skilled at translating complexity for stakeholders at all levels.
- Commercially astute — able to identify and pursue diversification and growth opportunities in a way consistent with BCITO's mission.

- Experienced in building and leading insights, research, and data functions.
- Skilled at navigating and influencing government, regulatory, and policy environments.

Leadership and Character

- A credible, confident executive who earns trust quickly — with boards, government officials, employers, and frontline staff alike.
- Genuinely collaborative: committed to collective ELT success and to enabling the work of peers, not just leading their own portfolio.
- Intellectually curious, with a genuine interest in vocational education and the people within it — learners, employers, and educators.
- A visible, values-led leader who brings energy and optimism to complex challenges.
- Demonstrates leadership of diversity, with a positive and open attitude toward people of all cultures and backgrounds.
- Understands the principles of Te Tiriti o Waitangi and is comfortable in settings involving tikanga Māori; actively willing to develop knowledge of Te Reo Māori and Tikanga Māori.
- Committed to the promotion of and adherence to Wellbeing & Safety practices.

Signed by General Manager Strategy & Innovation	Signed by Chief Executive
Date:	Date: