
Position Description

Real Estate Authority

Position title	Head of Engagement, Insights and Education
Group	Engagement, Insights and Education
REA Job Level	20
Location	Wellington
Reports to	Chief Executive/Registrar
DIRECT REPORTS	Communications and Engagement Manager, Education & Insights Manager
Last review Date	March 2026

About REA

The Real Estate Authority (REA) is the independent government agency that regulates New Zealand licensed real estate professionals. We are a Crown entity established under the Real Estate Agents Act 2008.

Our purpose is to promote and protect the interests of consumers in respect of transactions that relate to real estate and to promote public confidence in the performance of real estate agency work. We aim to promote high standards of conduct in the real estate industry and help provide increased levels of protection for buyers and sellers of real estate.

As part of this role we:

- Oversee the regulatory framework for real estate professionals including licensing people and companies working in the real estate industry, and overseeing a continuing professional development programme for licensees
- We maintain Professional Conduct and Client Care Rules setting out the professional standards licensed real estate professionals must follow, and provide information and guidance to support them to meet their obligations
- Deal with complaints about the conduct of real estate agents
- Provide information for consumers about the real estate transaction process
- Maintain a public register of real estate agents which includes information about any upheld complaints.

Role Purpose

The purpose of this position is to:

- provide strategic and operational leadership of the Engagement, Insights and Education team
- be responsible for the delivery of REA's stakeholder engagement, communications & media, education, data insights and research activities in line with REA's strategic priorities and statutory responsibilities as the independent real estate conduct regulator
- provide strategic engagement, insights and education leadership through membership in the REA's Senior Leadership Team

Delegations

This role holds the delegations as set out in the Delegated Authority Policy, which may be amended from time to time.

Relationships

The position is required to build and maintain the following relationships:

Internal (within REA)

- Chief Executive/Registrar
- Senior Leadership Team
- Engagement, Insights and Education Team
- Board Chair and members
- Other key staff as required

External (outside REA)

- Real estate sector stakeholders
- Public sector agencies including within the property sector ecosystem
- Consumers, consumer groups, community organisations
- Research providers
- Data and website vendors
- Education services suppliers
- Education providers
- Approved training providers

Key accountabilities

The key accountabilities of this role support delivery of REA's strategic priorities and includes:

Strategic and Functional Leadership

- Contributes to the strategic leadership of REA, being part of the Senior Leadership Team. Shared responsibility for overall success of REA and delivery of REA strategic priorities and regulatory outputs.
- Working closely with Senior Leadership colleagues, provides strategic thought and engagement, insights and education stewardship to the organisation and sector.
- Leads the strategic direction of the engagement, insights and education functions.
- Preparing organisational accountability and planning documents, working alongside Corporate Services and other senior leadership team colleagues, as needed.
- Scanning and understanding PESTAL issues impacting the real sector and REA's areas of regulatory impact and contributing to development of REA's strategy.
- As a member of Senior Leadership Team reporting to the Chief Executive, championing the engagement, insights and education function for the organisation and demonstrating a joined-up approach to achieving organisational goals.
- Works closely with the Chief Executive, members of the Senior Leadership Team, and other managers and key stakeholders, to advise on key strategies which impact on core processes, service delivery and stakeholder satisfaction.

Stakeholder and Consumer Engagement

- Oversees and champions REA's stakeholder engagement approach enabling REA Board, SLT and staff to maintain effective and constructive relationships with licensees,

government and non-government property system stakeholders, consumers, and to raise awareness of REA and our role as the real estate conduct regulator, and consumer protection agency.

- Responsible for REA's approach to building relationships with New Zealand's diverse communities and consumer groups.
- Leads the development and delivery of a strategy for engaging with diverse communities (eg cultural, LGBTQI+, young, old, disabled) and understanding their needs in licensee and consumer groups.

Communication Channels and Media Engagement

- Responsible for the development and delivery of REA's internal and external communications strategy and plan.
- Oversees REA's media engagement approach, working closely with the Communications and Engagement Manager and Chief Executive to ensure timely, proactive and responsive media engagement.
- Strategic oversight of and responsibility for REA's strategy and plan for all REA digital and non-digital marketing and communication channels, including maintaining accurate, high-performing websites (rea.govt.nz and settled.govt.nz), social media, print and online content, video's newsletters and other communication channels.
- Works closely with other senior leaders on selection and development of content for delivery through channels.
- Responsible for maintaining and distributing REA's consumer guides and ensuring accessibility across the sector and diverse communities.
- Oversees an impactful and effective awareness strategy and plan that delivers regulatory outcomes including raising awareness of Settled.govt.nz and REA and its role and providing timely information to licensees and consumers to prevent harm and raise standards.
- Support REA's Te Ao Māori Strategy

Education

- Responsible for delivery of REA's education strategy and plan and maintaining an effective and robust continuing professional development programme for licensees in accordance with statutory requirements, that meets the needs of real estate licensees, addresses conduct harms arising in the context of real estate agency work.
- Promotes and supports high performing approved training providers.
- Leads REA's contribution to the Qualifications' framework.

Research, Strategic Risk Outlook and Insights

- Oversees the development of REA's regulatory risk outlook/drivers of risk to support an intelligence-led, evidence-based regulatory approach.
- Works across REA teams, to ensure the effective delivery of guidance and information by REA through agreed channels, working in consultation with other senior leaders and functions.
- Ensures there is data analysis relevant to and utilised by regulatory functions to support intelligence-led approach to regulation.
- Ensures that data analysis and insights are focused on drivers of risk and regulatory harms in the real estate sector and supports effective regulatory services.

- Responsible for REA's research portfolio to understand and deliver regulatory outcomes to meet the needs of diverse consumer and licensee communities engaged in the real estate sector and to measure REA's performance.

Leadership across REA

- Works collaboratively with SLT and other managers across the organisation, demonstrating a joined-up approach to achieving organisational goals.
- Champions the education, insights and engagement function for the organisation
- Ensures the work plan and work undertaken by EIE aligns with REA's strategy and business plan and escalating to the Chief Executive any challenges faced with the delivery, resourcing or budget for delivery of the work plan.
- Responsible for contributing to the overall success of REA and delivery of REA strategic priorities and regulatory outputs.

People Leadership

- Builds a high performing team through effective leadership, mentoring and provides support and guidance to direct reports.
- Identifies talent and ensures the development of the competence of individual team members with a view to establishing a cohesive team that is professional, customer focused and communicates well.
- Attracts, develops and retains direct reports, enhancing the culture of the team and organisation.
- Ensures regular and effective performance management and active development of the Engagement, Insights and Education Team.
- Manages underperformance appropriately when required.
- Implements appropriate quality assurance, process documentation, training and coaching.

Stakeholder Engagement

- Makes presentations to various conferences and forums annually.
- Oversees the response to media enquiries and/or acts as spokesperson on behalf of REA where required.
- Attends, and chairs as appropriate, industry forums including Industry Advisory Groups and Real Estate Leaders Forum

Financial & Risk Management

- Manages the financial and resource requirements of the Engagement, Insights and Education Team, by planning, budgeting and forecasting.
- Monitors organisational demand for Engagement, Insights and Education team and plans for appropriate allocation of human and financial resources to appropriately meet that demand.
- Embraces a risk tolerance approach to business that focuses on delivery objectives with reasons why, rather than why not.

Skills, knowledge and experience

The following skills, knowledge and experience is required:

- Proven leadership experience, of a strategically focused, high performing team.
- Experience in a senior leadership team, taking a collaborative and joined-up approach, across two or more of the key accountability areas.

- Proven experience in leading a team to work effectively together, and in consultation with other functional leaders, to agree what REA as whole can realistically deliver and agree what initiatives should be the priority.
- Demonstrated professional network with experience engaging with stakeholders across the property or other regulated sector.
- Proven experience of strategic thinking and providing thought leadership, particularly within the regulatory context.
- Proven experience in stakeholder relationship management, strategic communication and/or awareness programmes.
- Proven experience in vocational education programmes, research and application of data insights.
- Extensive experience developing and leading implementation of strategic plans.
- Demonstrated deep understanding and application of regulation.
- Demonstrate good decision-making in planning priorities, to determine what can be delivered within the resources allocated to achieve REA's strategic priorities.

The following skills, knowledge and experience is preferred:

- Experience working with a diverse range of stakeholders providing cross-functional influence.
- Experience in engaging with and/or perspective from Māori and/or NZ diverse communities an advantage.
- Public sector experience, particularly in a regulatory environment.

Key competencies

- Foster a culture of genuine engagement while driving high performance.
- Ability to influence across organisation and externally.
- Strategically and future-focused, has an ability to 'bring to life' REA's strategy.
- Champions REA values.
- Highly effective communication skills in order to deal tactfully and sensitively with people at all levels.
- Excellent listening skills.
- Strong organisation and interpersonal skills.
- Ability to establish and maintain good working relationships with a diverse range of people.
- Ability to work as part of a team and motivate others.
- Ability to operate within tight dealings and manage competing priorities.
- High standards of integrity and confidentiality and ability to remain calm under pressure, and to be flexible with shifting priorities.

Client focus

- Provides responsive, respectful and knowledgeable service to internal and external clients.
- Puts the client (internal and external) perspective at the forefront of decision making & works to create client- focused service and solutions.

- Proactively, constructively, and pragmatically deals with client problems.
- Is aware of differing approaches relevant to engaging with and meeting the needs of clients

Communication

- Excellent written and oral communication skills with demonstrated ability to present complex information in a clear and accurate written and verbal format.
- Organises information in a logical sequence.
- Includes content appropriate for the purpose and the audience.

Results orientation

- Establishes a plan of action to achieve expected results.
- Employs a systematic approach to completing tasks.
- Establishes and reviews priorities.
- Takes timely corrective action.
- Pursues high quality results.
- Produces high quality reports.

Integrity

- Is a trusted leader.
- Maintains high personal standards of professional excellence.
- Accepts full responsibility for own actions.

Self-management

- Remains calm and in control under pressure.
- Seeks to continually develop self by acting on feedback and taking opportunities to learn.

Collaboration and team building

- Works closely with others to bring together resources for achievement of common objectives.
- Promotes cooperation within and across teams through the sharing of resources and information. Seeks and values the contributions of others.
- Reflects on how own working style impacts on others.
- Sees things from others point of view and confirms understanding.
- Works in a harmonious and collegial manner with colleagues and other staff.

Problem solving and analysis

- Systematically analyses situations by developing frameworks that reveal the essential features and issues.
- Uses analytical techniques to distinguish the important from the trivial.
- Looks beyond the obvious and does not stop at the first answers.
- Is objective and open-minded.

- Uses academic training effectively, and freely shares disciplinary insights and analytic techniques with others.

Oriented toward practical solutions

- Is able to produce timely, well presented and accurate work on issues in a format appropriate for the intended audience.

Judgement

- Recognises the need to consult before making a decision.
- Identifies and understands the risks that may result from a decision.
- Judgements take REA resources, constraints and values into consideration.

Approved

Belinda Moffat

Chief Executive /Registrar

Dated: 10 March 2026