



POSITION DESCRIPTION			
Job Title	General Manager – Culture and Legacy	Function	Culture and Legacy
Reports to	CEO	Direct Reports	Yes
Location	Head Office, Taupo	Financial Delegations	Yes

ORGANISATIONAL VALUES	
<p>Our Vision</p> <p>The land sustains and nurtures, as we reach to the horizon</p>	<p>Our Role</p> <p>Providing value to our owners by:</p> <ul style="list-style-type: none"> ○ Delivering sustainable returns ○ Caring for our whenua and our heritage ○ Connecting and enabling our people
<p>Our Guiding Principles</p> <ul style="list-style-type: none"> ○ We will act as a beacon of hope and prosperity for our people ○ Protect and advance the interests of our people ○ Be at one with our cultural land and resource ○ Help build the capability of our people through positive support and encouragement ○ Look after the land and the land will look after you 	



PURPOSE OF THE ROLE

This role leads the Culture and Legacy Team at Tūaropaki Trust. The Trust is embarking on implementation of its strategic plan aimed and achieving its purpose by driving commercial outcomes, setting and delivering cultural outcomes and sustaining this into the future. A key strategic enabler of this process is driving deliberate, structured initiatives aimed at providing value to our owners. This includes managing Tuaropaki Trust's existing grants, scholarships, internships and history programmes, and leads the identification and evaluation of new engagement opportunities for Kaimahi, Trust owners and their whānau.

ROLE ACCOUNTABILITIES

Strategy	<ul style="list-style-type: none"> • Develop cultural engagement strategies and measures aimed at optimising value delivery to owners • Develop strategies that engage whanau with their cultural heritage and whenua and drive capabilities • Ensure that the Trust's values and purpose appear in every internal and external interaction • Oversee the strategic direction and tactical delivery of engagement programmes for owners and beneficiaries that are fit for purpose and fit for future • Drive, grow and develop transformational pathways and initiatives that are aimed at supporting the intergenerational success of owners and beneficiaries
Relationship Management	<ul style="list-style-type: none"> • Build good relationships with core stakeholders including kaumātua, marae and hapū • Build, maintain and nurture highly effective networks and working relationships that support the advancement of Cultural and Legacy initiatives for the Trust • Act as a conduit enabling clean, clear and transparent lines of communication between Whanau, Trustees, Kaimahi and other stakeholders • Extend employer relationships to develop partnerships that support transition and work experience opportunities for the Trust's internship and apprenticeship programs • Ensure that the Trust's values and purpose appears in every interaction within, between and wherever the Trust appears in the public and private realm



Service Delivery	<ul style="list-style-type: none"> • Provide operational leadership and management of dividends, cultural grants to owners and beneficiaries, including tangihanga, kaumātua, sports and cultural grants • Develop and deliver on key strategies that facilitate pathways to employment for owners and beneficiaries • Provide strategic leadership and support for Tuaropaki Trust’s student engagement framework, including scholarships, secondary grants, tertiary and grants.
Capability Development	<ul style="list-style-type: none"> • Work to ensure that mana and stakeholder management capabilities are built at all levels of the Trust • Improve awareness, appreciation and application of Maori worldview and culture into the ways of working across the Trust
Events management	<ul style="list-style-type: none"> • Own and drive the management of all internal and external events from concept, planning, developing agendas, to proposal, resourcing and execution; involving a wide variety of Trust stakeholders as a matter of course. • Ensure all events whether internal or external meet the Trust’s expectations in terms of demonstrating Trust values, purpose and leverage its unique cultural heritage • Measure and improve participation, engagement in Trust events and work to set standards and improve value delivery to target stakeholder sets

<p>Corporate affairs (internal and external communications)</p>	<p>Internal Communications:</p> <ul style="list-style-type: none"> • Develop and implement internal communication strategies that promote Māori cultural values, traditions, and heritage within the organization. • Facilitate regular engagement sessions or hui to foster dialogue among employees, promoting understanding and appreciation of Māori culture and its significance to the organization's mission and goals. • Collaborate with various departments to integrate cultural practices and protocols into organizational policies, procedures, and practices, ensuring alignment with Māori values and principles. • Provide leadership in creating a supportive and inclusive work environment where employees feel empowered to contribute to the preservation and celebration of Māori culture and legacy. <p>External Communications:</p> <ul style="list-style-type: none"> • Represent the organization externally, serving as a cultural ambassador and fostering positive relationships with stakeholders, including iwi (tribal) groups, community organizations, government agencies, and the broader public. • Develop and execute external communication plans to promote the organization's commitment to Māori culture and legacy, enhancing its reputation and standing within the community and industry. • Coordinate outreach activities, such as cultural events, partnerships, and educational initiatives, to engage with diverse audiences and promote understanding and appreciation of Māori culture beyond the organization. • Collaborate with marketing and public relations teams to ensure that external messaging and materials authentically reflect Māori values, traditions, and perspectives, enhancing the organization's brand identity and reputation.
<p>Risk Management</p>	<ul style="list-style-type: none"> • Ensure that appropriate risk management measures are in place to effectively manage relationship, societal cultural and public relations risks • Keep abreast of developments, best practice and developments to identify, evaluate and mitigate/reduce risks and to ensure improvement. • Review and undertake appropriate measures to ensure effective legal protection within the Trust's activities.

Leadership and Team Management	<ul style="list-style-type: none"> • Lead and drive the Culture and Legacy team by setting clear direction and transparent expectations, to exhibit the culture and values of the Trust and achieve/exceed KPIs. • Identify and steer succession planning, structure, talent management, training and development requirements within the function to ensure teams are competent and skilled to perform their required functions.
Relationships	<p>Key External Relationships</p> <ul style="list-style-type: none"> • Community • Commercial entities • Non-commercial entities • Government and policy makers • Subsidiaries - MB Century, Gourmet Mokai Ltd, Miraka, TPC • Mercury Energy • Banks • Auditors • Insurance brokers • Suppliers/Service Providers • Regulatory Bodies <p>Key Internal Relationships</p> <ul style="list-style-type: none"> • Tuaropaki Trust staff and managers • Trustees of Tuaropaki Trust • Directors of Trust companies

QUALIFICATIONS AND EXPERIENCE
<p>The ideal candidate will:</p> <ul style="list-style-type: none"> • Hold a relevant tertiary qualification. • Have exceptional relationship management skills with distinctive capabilities within a Maori context • Ability and willingness to engage in public forums with a solid awareness of Te Reo • Solid business skills – ability to analyse, interpret and understand business concepts • Advanced systems knowledge and ability to build technology enabled business processes



The candidate should also:

- Have experience in developing and implementing innovative systems and practices
- Have a flair for implementing strategy and creating engagement opportunities with key stakeholders
- Have proven experience of successfully leading, motivating and developing a team
- Understand and have experience in the importance of organisational culture
- Be passionate and can demonstrate the connection between strategy, culture and leadership.