

Position Description

Job title	Engagement Advisor
Group	Engagement
Reports to	General Manager - Engagement
Date	December 2024

About Horticulture New Zealand (HortNZ)

Horticulture New Zealand (HortNZ) advocates for and represents the interests of New Zealand's 4,500 commercial fruit and vegetable growers.

Our vision - healthy food for all, forever. *Oranga kai, oranga tangata, haere ake nei.*

Our purpose - creating an enduring environment where growers thrive.

Our values

- Courageous by nature
- Collaborative for impact
- Credible through action

Our sphere of influence

- Nourishing Aotearoa, the Pacific, and the world
- Growing is rewarding
- All growers are responsible growers
- Horticulture is enduring
- Strength through trust and cooperation

Our sphere of control

- Shaping sector strategy
- Proactively influencing policy
- Telling the horticulture story
- Translating sector wide change
- Facilitating grower connections

Position purpose

The Engagement Advisor works closely with internal and external stakeholders to develop, deliver, and advise on engagement activities that align to the vision of HortNZ and build on the organisation's reputation for industry leadership.

The Engagement Advisor will:

- Coordinate engagement activities

- Maintain online management systems
- Sell advertising and execute delivery of contracts with advertisers and sponsors
- Prepare and analyse data to advise on engagement activities

Duties and responsibilities

Marketing

- Co-ordination of sponsorship, advertising, and writer contracts
- Bridge the gap in sponsorship income by undertaking direct magazine advertising sales
- Administrate the delivery of sponsorship and advertising contracts
- Maintenance of our subscription offerings and database
- Maintenance of our advertising platform
- Monitor and analyse the performance of activities and advise on options to optimise results

Communications

- Maintenance of photography library and licensing

Events

- Ensure that processes, procedures, and guidance are documented for planning and managing events and that these are continuously reviewed and updated to ensure high quality events
- Co-ordination of participant communication and engagement
- Co-ordination of registrations for our events
- Co-ordination of sponsors, speakers, and trade exhibitors for our events
- Travel bookings
- Arranging transport of goods

Engagement

- Co-ordination of engagement processes
- Maintenance of our events management system and client relationship management system
- Maintaining our stakeholder lists (across our range of different audiences including but not limited to vendors/suppliers, sponsors, advertisers)
- Creating forms and survey's and preparing results for analysis
- Analyse engagement data and advise on engagement activities
- Other activities as delegated by the General Manager Engagement

Skills and Experience

Technical

- Proficiency in reading and understanding contracts
- Familiarity with advertising platforms and tools
- Experience with event registration and management systems
- Proficiency in client relationship management software
- Accurate data entry skills
- Ability to create survey's and analyse data
- Skills in coordinating travel and transport logistics

Interpersonal

- Communicates clearly in both written and oral forms
- Attention to detail in ensuring accuracy and thoroughness in reviewing contract terms and deliverables
- Highly organised to manage multiple activities simultaneously and ensure smooth operations within deadlines
- Ability to problem solve to address any issues that arise and have empathy in addressing client needs and concerns
- Adapts to changing needs, conditions, and work responsibilities in ambiguous situations
- Patience in performing repetitive tasks with precision

Direct reports

N/A

Working relationships

Internal:

- Engagement team
- Corporate services team (IT, Finance)

External:

- Sponsors and advertisers
- Writers and content creators
- Event speakers, trade exhibitors, and travel service providers
- Event attendee and registrants
- Various groups for communications and engagement.