

## Position Description: Business Advisor

<b>Title</b>	Business Advisor
<b>Reports To</b>	Business Services Manager
<b>Location</b>	57 Kilmore Street, Christchurch
<b>Date Completed</b>	June 2025
<b>Internal Relationships</b>	Business Services Manager, Business Advisors, Marketing, Communications & Advocacy Manager, Finance Manager, CEO, Membership & Sales team; Business Services Team; Marketing; Communications & Advocacy team.
<b>External Relationships</b>	ChristchurchNZ; NZ Trade & Enterprise; Businesses; Regional Business Partner Contractors; Regional/Business Partner Service Providers; Ministry of Foreign Affairs and Trade; BusinessNZ; Christchurch City Council Sister City Personnel; Embassies; Honorary Consulates Bodies; BusinessNZ; NZ Chambers of Commerce and Industry

## Purpose - Business Advisor Position

### Background

Business Canterbury has been delivering high-value business advisory and consultancy services alongside advocacy for its members and the wider business community across the region for over 165 years. Our services support all members and customers who represent all sectors and business sizes with this role will also including a particular focus manufacturing and global trade.

Alongside this business support, the Regional Business Partner Programme (RBP), which is funded by Ministry of Business Innovation (MBIE), is delivered by Business Canterbury via a joint venture with ChristchurchNZ. Key components of this delivery include undertaking business assessments and referring appropriate support to meet their identified needs including provision of grants / capability development funding, connection with mentors and referrals to other agencies and organisations.

### Position Objectives

The Business Advisor plays a critical role in delivering high-quality advisory and connection services, contributing to individual businesses as well as a future-focused, globally-connected business ecosystem in Canterbury.

### The Role will include the following areas of responsibilities:

- Business advisory and consultancy services – focusing on Global Trade & Manufacturing
- Regional Business Partner Programme delivery
- General Business Development support.

### Business Advisory and Consultancy Services

- Deliver high-quality business advice and consultancy across a range of sectors, with a particular focus on manufacturing and global trade.
- Provide high-level diagnostic assessments and action plans to identify business needs, opportunities, and linking businesses to appropriate Business Canterbury services, tools, and external expertise.
- Maintain a strong understanding of regional business trends and challenges, feeding insights into the development of Business Canterbury's tools and services.

## Purpose - Business Advisor Position

- Support the development and delivery of related services and content on issues relating to business trends and issues to promote Business Canterbury services
- Provide support for export certification and documentation services as required.

### Regional Business Partner Programme Delivery

- Support the delivery of the RBP Programme in line with contractual obligations and KPIs.
- Conduct client screening, needs assessments, process applications, and referrals to capability development services.
- Advise applicants on an appropriate mix of RBP support and other support based on identified needs
- Maintain accurate records in the RBP CRM and other workflow systems.
- Collaborate with the RBP team to ensure consistent, high-quality service delivery and continuous improvement.

### Business Development Support

- Keep abreast of local, regional, government programmes and services and kept up-to-date on new regulations/legislation and trends including providing regular updates to members on any changes that will impact on their businesses.
- Work across the team including but not limited to advocacy, training and events, membership and advisory and consultancy to deliver on the strategy.
- Promote and actively encourage member and customer growth through identifying and actioning leads, and drive membership retention.
- To advise the CEO and Advocacy and Communications Advisor of any issues that require escalation for advocacy.
- Support the Partnerships & Sales team for any partnership or membership opportunities or engagements.
- Work with the Business Services Manager and other Business Advisors to facilitate engagement with any related Business Advisory Groups.
- Be actively involved in the ongoing evolution of our Business Canterbury value proposition and services to ensure these are fit for purpose and financially sustainable.
- Lead or support specific projects, particularly where aimed at evolving and enhancing our organisational service proposition and subsequent offerings.

### Stakeholder Relationships

- Liaise with other organisations such as but not limited to NZ Trade and Enterprise, Ministry of Foreign Affairs and Trade, BusinessNZ, embassies to share expertise and ideas and to keep well informed on changes to trading relationships, regulations and opportunities
- Engage with members and the wider Business community to understand their needs and ensure services are relevant, timely, and impactful.

### General

- Any other duties that may arise as the position develops
- Actively participate in:
  - Team meetings
  - Annual business planning process
  - Staff engagement surveys
  - Professional development
  - Identifying and acting on opportunities that support our strategy
- Represent Business Canterbury at events, forums, and stakeholder meetings as required.
- Operate within the agreed Strategy/Operational Business Plan and Budget

### Corporate Responsibility

- Create and maintain information and appropriate Business Canterbury management systems
- Promote a positive and professional image of Business Canterbury at all times
- Represent Business Canterbury as appropriate
- Engage in appropriate stakeholder liaison

## Purpose - Business Advisor Position

- Understand and implement Business Canterbury values of **Lead the Change and the Charge; Be the Best Business Partner; Fiercely Focussed on what's best for our Customers; Commercially Driven for impact and Authenticity matters.**
- Ensure you understand and adhere to all Business Canterbury Policies including the Business Canterbury Health and Safety Policy, which involves actively contributing towards Business Canterbury's commitment to the safety and wellbeing of our fellow staff and our members at all times.

## Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
5- 10 years of demonstrated and proven experience in business management (Consultant, advisor, business owner, senior business officer)	✓	
Business assessment and analysis across several parameters of a business to identify capability needs and develop and communicate verbal and written prioritised plans of action	✓	
Proven ability to demonstrate a 'client focused' attitude and build rapport with businesspeople	✓	
Experience with the development and delivery of business support services and the ability to make valuable connections between businesses	✓	
Proven experience working in a global trade or manufacturing environment with strong knowledge of key success factors	✓	
Knowledge of the local and regional economy	✓	
Knowledge of how businesses operate, the issues faced by companies seeking to build capability and the services available to help them innovate and grow	✓	
Previous experience in meeting contractual obligations	✓	
Strong focus on customer experience	✓	
Excellent communication and listening skills with ability to relate to people across levels and with different skills and attributes	✓	
Intermediate to expert technical skills – database input and data extraction, Microsoft Suite	✓	

## Personal Attributes

Personal Attributes	Characterised by
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>▪ Committed to providing the best possible customer experience</li> </ul>
<b>Curiosity</b>	<ul style="list-style-type: none"> <li>▪ Taking the time to understand the customer and their needs, asking the right questions, being willing and open to new perspectives and ideas, curious to find the right solutions.</li> </ul>
<b>Strong relationships</b>	<ul style="list-style-type: none"> <li>▪ Becoming the trusted partner of individuals and businesses</li> </ul>
<b>Self-Directed/Self starter</b>	<ul style="list-style-type: none"> <li>▪ Able to work autonomously</li> <li>▪ Motivated to meet customer expectations</li> </ul>
<b>Collaborative</b>	<ul style="list-style-type: none"> <li>▪ Able to work alongside customers to build their businesses, work within Business Canterbury team to meet contractual obligations</li> </ul>
<b>Resilient</b>	<ul style="list-style-type: none"> <li>▪ Adaptable to change – able to re-evaluate and change direction as needed, given the dynamic nature of the business environment. Passionate about providing strong support for</li> </ul>

	<p>businesses to succeed, ensuring the solution is the right one for the customer</p> <ul style="list-style-type: none"> <li>▪ Copes well under pressure</li> <li>▪ Adaptable to changes given the dynamic nature of the programme and management systems</li> </ul>
<b>Integrity</b>	<ul style="list-style-type: none"> <li>▪ Operate with discretion given you will be a recipient of confidential information which must be kept private</li> <li>▪ Honest and trustworthy with a high degree of personal integrity</li> </ul>
<b>Results -orientated</b>	<ul style="list-style-type: none"> <li>▪ Passionate about providing strong support for businesses to succeed, ensuring the solution is the right one for the customer.</li> <li>▪ Strong attention to detail</li> <li>▪ Highly organised</li> <li>▪ Ability to work autonomously</li> </ul>