



Bizlink Co-ordinator

<p>Background + Strategic Business Focus</p>	<p>1. Vision: To create a vibrant and dynamic town where people want to live, work and play.</p> <p>2. Goals The Association's goals are:</p> <p>a) To promote Hawera as a vibrant place for its citizens to live, shop, work and to enjoy its surroundings</p> <p>b) To beautify and develop Hawera to attract trade, tourists, visitors and new residents</p> <p>c) To assist businesses (through training and support opportunities) in improving their premises and services.</p> <p>d) To foster promotional initiatives to strengthen existing businesses and create new opportunities for growth and improvement.</p> <p>e) To provide Hawera businesses with a forum for networking which allows for greater communication and information sharing.</p> <p>f) To be actively involved in the development of Hawera in partnership with the South Taranaki District Council and other like-minded organisations.</p>
<p>Purpose of Position</p>	<p>To liaise with and support the Hawera business community, striving to achieve engagement in town events, projects and activities through managing town beautification, business enhancement projects, promotions, activities, and delivering a positive image of Hawera to residents and visitors.</p> <p>Striving to achieve the responsibilities and outcomes as detailed in the Strategic Plan which is set and maintained by the Executive Committee. The Executive Committee is committed to its role in making Bizlink a successful organisation within the Hawera Community.</p>
<p>Remuneration</p>	<p>\$25 per hour (based on 25 working hours per week).</p>
<p>Reporting Lines</p>	<p>Reports directly to the BizLink Chairperson (as representative of the Bizlink Executive).</p>



Key Relationships	Internal: <ul style="list-style-type: none"> • Bizlink Hawera Chairperson • Bizlink Hawera Executive Members • Bizlink Hawera Sub Committees • Bizlink Hawera Coordinator 	External: <ul style="list-style-type: none"> • Hawera Business Owners • South Taranaki District Council Staff including the STDC Events Team and Economic Development Advisor • Contractors • Taranaki Chamber of Commerce • Hawera Community Board • Local Media • Other Local Committees
Hours of Work	25 hours per week, 10am – 2pm Daily (to be confirmed in Employment Agreement)	
Preferred Attributes & Capabilities	<ul style="list-style-type: none"> • Familiarity with correct committee/governance procedures • An understanding of the local authority processes • Ability to demonstrate initiative and leadership • A pleasant and professional manner at all times • Self-motivated and flexible attitude to the role • Able to motivate and persuade • Demonstrated project planning skills • Effective and accurate written communication skills • Organised, adaptable and willing to learn • Advanced abilities in the use of Microsoft Office suite is essential with some experience in Xero and graphic design suites preferred • Strong administrative and computer technology skills • Ability to work with and understand financial budgets • Local area knowledge 	



Key Responsibility Areas	Critical Tasks and Outcomes
Local Business Liaison & Communication	<ul style="list-style-type: none"> ▪ Liaise, network and actively meet with members of the local business community to ensure; <ul style="list-style-type: none"> ➤ Members are kept well informed of upcoming events and activities, striving to increase attendance/engagement at these events by 5% pa. ➤ Assisting new businesses during their establishment in the town and contributing to the Executive's goal of increasing business in Hawera. ➤ Council business services are utilised. ➤ Businesses are visited on a monthly basis. ➤ Produce a regular newsletter, (as per the Annual Plan) ➤ Carry out engagement surveys with local community and seek feedback on initiatives pursued to report back to the Executive. ▪ Create exciting and innovative marketing materials that encourage existing members of the local community to support Bizlink, and associated events, as well as promoting Hawera as a town of choice for new businesses. ▪ Establish and manage Bizlink's online presence including its website and appropriate social media sites e.g; Facebook, Instagram to enable; <ul style="list-style-type: none"> ➤ Over 1000 followers ➤ Two updates per week ➤ Promotion of all events and initiatives ➤ Timely website updates to ensure accurate information
Town Beautification	<ul style="list-style-type: none"> ▪ Identify and assess opportunities to beautify the town, reporting back to the Executive. ▪ Carry out approved beautification projects, in line with the strategic plan, within budget to achieve the desired outcomes.
Events & Promotional Projects	



	<ul style="list-style-type: none"> ▪ Contribute to and manage BizLink and Hawera events to maximise local businesses exposure to the community, including; <ul style="list-style-type: none"> ➤ Organising monthly Business After 5 (BA5) promotions. Support Businesses in executing fun, engaging, creative and promotional BA5s in order to increase attendance. ➤ Organise business promotions, activities and events as detailed in the Strategic Plan to ensure that each initiative achieves the desired outcome within the budgeted cost and timeframe so that economic benefits are evident in the local community. ➤ Communicate with the Council Events Team on a monthly basis to establish working synergies and opportunities for Bizlink.
<p>Relationship Management</p>	<ul style="list-style-type: none"> ▪ Develop a strong working relationship with the Executive Committee to achieve results and provide verbal work progress, plans and updates on a weekly basis to the Chairperson. ▪ Provide a monthly report to Executive providing update on progress towards achieving the Annual Plan. ▪ Be an effective communicator fostering and nurturing a range of internal and external relationships. ▪ Regularly meet with representatives of key organisations, essential to the advancement of Bizlink. ▪ Respond to all business members (existing and potential) and general enquires within 2 working days.
<p>Organisational</p>	<ul style="list-style-type: none"> ▪ Strive for sustainable business; excellence professionalism, through representing Bizlink in such a way that includes; <ul style="list-style-type: none"> ➤ Using initiative to respond efficiently to unexpected or unplanned situations and demanding workloads. ➤ Communicating with all people in an inclusive manner, demonstrating leadership to achieve results. ➤ Demonstrating flexibility and initiative in implementing and adapting to change and growth. ➤ Developing and maintaining positive and productive working relationships with key individuals, stakeholders and suppliers.



	<ul style="list-style-type: none"> ➤ Assisting the Bizlink Executive Committee with the creation procedures, policies and guidelines and ensuring these are followed. ➤ Identifying areas of personal growth and development opportunities and report these to the Executive. ➤ Supports the volunteer Bizlink Hawera Executive through timely delivery of projects and supporting documents.
<p>Administration & Reporting</p>	<ul style="list-style-type: none"> ▪ Oversee the running of the BizLink Office to ensure; <ul style="list-style-type: none"> ➤ The office is open and staffed for up to two hours per working day. ➤ The Client database is updated with accurate business owner details and contact information as and when changes are required. ➤ Inwards and outwards correspondence is followed up, managed and reported to the Executive Committee – when required. ▪ Ensure monthly Executive reports are prepared accurately and submitted within requested timeframes, including; <ul style="list-style-type: none"> ➤ Following the set template submitting two days prior to Executive meetings. ➤ Analysing data and feedback collected from the business community to the Executive Committee through surveying. ➤ Entering all invoices and receipts into Xero within three days of receiving. ➤ Accurately reporting on outcomes and costs through preparing event budgets and detailing reasons for variances within the approved budget. ➤ Highlighting any issues, future considerations or information that may be relevant to the Executive Committee.