



POSITION DESCRIPTION

Position: Business Development Officer

Reporting to: Tamahou Temara – Tumu Whakarae | General Manager

Key Relationship/s: Toi Māori senior management, officers, and staff
Workshop facilitators and mentors
Māori artists and workshop participants
Service providers

Purpose of role: To deliver projects and develop initiatives that increase revenue streams for Toi Māori Aotearoa and Māori artists. This will include but is not limited to the creation of an online shopping platform, marketing revenue generating activities and developing new revenue generating activities.

KEY RESULT AREA	CRITICAL TASKS	KEY PERFORMANCE INDICATORS
Revenue Generation and Income Stream Diversification	Provide research and advisory support to the General Manager in consultation with the Business Services & Development Manager for new revenue stream and income diversification including possible sponsorship, fundraising activities, activation of 'Friends of Toi Māori' and membership development and maintenance.	Advice and information provided through research work on timely manner.
	Implement revenue generation and new income stream diversification under the direction of the General Manager.	Increase sponsorship to Toi Māori Group events and activities. Additional revenue generated through fundraising, donation and membership strategy implementation.
Workshops Planning and Delivery: <i>'Weaving with kiwi feathers'</i> <i>'Carving with bone'</i>	Plan and prepare schedules and implement workshops via online platform or kanohi ki te kanohi workshop/masterclasses including but not limited to travel bookings, accommodation, equipment arrangements, venue hire, ground transport and catering.	Workshop and logistics schedules are available. All travel and accommodation bookings are accurate and up to date. Bookings and contracts completed within set timeline.
	<i>'Māori visual design'</i>	Prepare contracts for the workshop facilitators/mentors.

	Lead registration process for the workshops.	Clear registration process implemented. All participants registered within the deadline.
	Facilitate and support the delivery of workshops/masterclasses. Assistance provided to the facilitators/mentors during the workshops/masterclasses.	Attendance and support provided during workshops and masterclasses.
Workshop Coordination and Communication	Be the first point of contact for the programme content and registration process.	Timely responses to enquiries on the programme content and registration process.
	Liaise with facilitators/mentors and communicate all workshop requirements to participants.	Workshop information and requirements are communicated and distributed to participants on timely manner and within set timeline.
	Prepare draft copy of Programme Schedules for online marketing and collateral.	Programme schedules are prepared and available for distribution in an effective, accurate and timely manner.
	Assist with general communications as planned and when required.	Communication with colleagues, artists and management staff is effective, accurate and timely.
Toi Māori Products/Services Sales and E-commerce	Facilitate online sales and coordinate with buyers of Toi Māori products and services.	Online customers are satisfied with the turn-around time of the online sales.
	Prepare artists' contracts for consignment and commission-based sales.	Signed artists contracts available as required on timely manner.
Promotion and Marketing	Manage promotion and marketing of Toi Māori events and activities that is intended to increase revenue and generate new income stream including artwork sales, fundraising, donation and membership strategy implementation.	Effective and timely promotion of Toi Māori events related to revenue generation.
General Administration & Team Support	Participate in Toi Māori events such as Toi Māori exhibition and events opening, te reo classes, staff and stakeholders' meetings, stakeholder functions as required.	Proactive participation in all Toi Māori activities is demonstrated.

	Assist with other duties as required.	Ready to take on duties and support is provided when required.
Health, Safety and Wellbeing	<p>Comply with the Health & Safety at Work Act 2015 and Toi Māori Health and Safety policies and procedures.</p> <p>Comply with all directions and instructions from supervising officers regarding health and safety and COVID related procedures.</p> <p>Take all reasonable steps to ensure that in the performance of the duties, any actions taken or omission do not undermine or affect own health and safety or of any other person.</p>	Health, safety and wellbeing policies complied and observed at all times.

Qualifications, skills and experience

- Sales, promotion and marketing experience
- Excellent communication skills (written and spoken).
- Competence in the use of online platform and social media
- Working knowledge of e-commerce and online sales.
- Basic understanding of Te Reo Māori me ona Tikanga.

Personal attributes and behavioural competencies

- Technology and computer competence.
- Good organisation, administrative and time management skills.
- Attention to details and a positive “can do” attitude.
- The ability to work with others in a team and in a high-pressure environment
- Honesty and integrity