

POSITION TITLE:	Senior Rural Advisor		
GROUP:	ICM	SECTION:	Rural Partnerships
REPORTS TO:	Manager Rural Partnerships		
RESPONSIBLE FOR:	n/a		
FAMILY:	TS4	GRADE:	16
DATE REVIEWED:	September 2024	JOB NUMBER:	

HBRC STRATEGY

Our Vision:

We want a healthy environment and a resilient and prosperous community.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do.
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

The Senior Rural Advisor delivers within the context of Essential Freshwater regulations that impact farmers, growers, and landowners - where producers operate within the required performance elements of Essential Freshwater regulations. The role is a relationship management role that will work with individual farmers, growers and landowners, Catchment/Community Groups, and Catchments. They will work "one to one", "one to some" and "one to many" when engaging with rural landowners to connect their challenges to the most appropriate information, skill, and resource. This role is a "connector" and "facilitator" for positive outcomes for individuals, groups, communities, and the environment where their businesses and livelihoods are/have been impacted by weather events and changes in demands for land use.

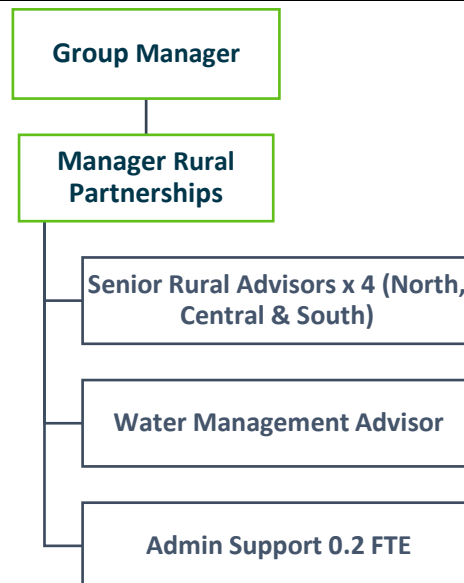
GROUP AND TEAM GOALS:

The Integrated Catchment Management (ICM) Group provides the following roles and functions as part of Council.

- The integration, coordination and delivery of Environmental Science, Environmental Information, Catchment Services (Biosecurity and Biodiversity) and Catchment Advice
- activities to achieve councils Long Term Plan (LTP) and Strategic Plan outcomes.
- To champion a council wide integration of activities LTP and Strategic Plan outcomes and aligned and stakeholders.

A Rural Partnerships concept is modelled on the HBRC Māori Partnerships approach, where a team establishes and maintains key relationships across rural and Agri-business landscapes to facilitate a seamless interaction and connection for any part of council to connect into for their relationship needs. Rural Partnerships will provide quality advice and support strategic leadership that enables effective partnerships and engagement with rural communities, farmers, growers, landowners, primary sector bodies and rural professionals. Focus areas will include key elements of Essential Freshwater regulations, erosion control, pole planting, land management, land restoration, policy implementation, consenting, compliance, water resources and river dynamics, to name a few.

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITIES

- Be the primary HBRC contact with Community and Catchment Groups, Catchment Collectives and Community Hubs.
- Act as connectors and linkers for elements of Essential Freshwater regulations for landowners, farmers and growers, through catchment/community groups and collectives.
- Foster effective relationships and alliances with a broad range of people including tangata whenua, primary sector agencies and landowners within catchments of focus as they relate to Council's policy implementation work beyond regulation.
- Work with community hubs, catchment groups, collectives etc. to help them develop their "start-up" vision, goals, and aspirations. This process takes them through their initial formation stage to identify when they wish to form a group.
- Leading with active engagement with groups, where HBRC is professionally represented to demonstrate empathy and support to Rural Communities and their groups.
- Work with community hubs, catchment groups, collectives etc. to identify, develop and design appropriate workshops, events, or extension activities.
- Support the organisation and facilitation of engagement opportunities.

- Implement campaigns to effectively communicate scientific information and deal with complex catchment specific land and water issues.
- Support the development of an appropriate administrative process to ‘track and trace’ landowner requests and service delivery.
- Alongside the other Senior Rural Advisors, establish a registration and distribution process – incoming call, registration of need, allocation to spreadsheet, etc.
- Alongside the other Senior Rural Advisors, develop and deliver a monthly reporting model to capture and understand both scale and impact of event and engagement.
- Work alongside individuals and groups to understand their most challenging issues that are relevant to HBRC’s work and facilitate the appropriate outcomes.
- Connect into the appropriate expertise to support positive outcomes, for example, HBRC Catchment Advisors, Policy & Regulation group, and external consultants.
- Identify recovery options, that align to HBRC policies and procedures and national policy & regulations.
- Identify funding options and clearly communicate these to catchment groups and community groups.
- Remain flexible to change as this section and its objectives may be amended in line with the Recovery direction of HBRC.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Elected members
- Team members

External

- Consultants and contracts
- Government agencies and departments
- Local authorities
- Technical and legal professional
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can’t achieve change without the people (our community) outside our business. As expressed under our purpose statement, “working with our community” is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved.
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

All Hawke’s Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager.
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your manager.
- Showing a strong team commitment, as indicated by peer feedback and your manager’s assessment.

- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities after providing required support for your family and dependants. All HBRC staff are expected to undertake such Emergency Management functions as are determined appropriate to meet HBRC's role and function in this area. This means:

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity Plan (BCP) and its implications for your role.
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

PERSON SPECIFICATION

Minimum Qualifications and Experience required.

- Relevant bachelor's degree or equivalent tertiary qualification
- Preferably five years' post qualification experience in sustainable land management or in the provision of primary sector related technical advice.
- Advanced Nutrient Management Certificate is desirable.
- Valid driver's licence required

Knowledge

The following indicates what would typically be expected for this role at a competent level:

- A sound understanding of farming and growing systems and rural issues.
- A good understanding of social, economic and financial issues in the primary sector.
- An awareness of cultural issues as they relate to HBRC and community.
- Excellent standard of written and verbal communication.
- Project management skills.

- Conflict resolution skills.
- Strong facilitation and leadership skills.
- Proficiency in MS Word, Excel, Visio, Projects, PowerPoint and other database and information management systems
- Analytical skills.
- Knowledge of financial reporting systems and requirements.
- Communicating effectively to convey and interpret data/information.
- Collaborative work practices to build strong working relationships.
- Problem solving working knowledge.
- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to Regional Council functions and plan and policy development.

Personal Attributes

- Sound judgement and initiative
- Ability to create harmony in a team.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally.
- Ability to build relationships, trust and respect.
- Ability to influence and support change within the rural community and agri-industry sectors.
- Ability to prioritise, show initiative and work independently.
- Ability to effectively gather multiple sources of information and apply technical and analytical skills to make effective decisions.
- Ability to effectively plan, organise and co-ordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.
- Ability to clarify objectives, identify key issues, consider all perspectives and evaluate.
- Ability to cope with a variety of work and on occasion difficult situations.
- A high level of courtesy and listening skills.

Awareness

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.

Employee Signature

Date

Printed Name