

POSITION TITLE:	Senior Rural Advisor – Land for Life Engagement		
GROUP:	Integrated Catchment Management	SECTION:	Rural Partnerships
REPORTS TO:	Manager Rural Partnerships		
RESPONSIBLE FOR:	n/a		
FAMILY:	TS4	GRADE:	16
DATE REVIEWED:	October 2024		

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

Land for Life (LfL) is a collaboration between the Ministry for Primary Industries (MPI), Hawke’s Bay Regional Council (HBRC) and The Nature Conservancy Aotearoa New Zealand (TNC). It is a public-private partnership (PPP) model that supports a shift to resilient land production systems, by helping farmers reduce erosion on their farms at the scale that is urgently needed and adopt more regenerative, resilient and profitable farming systems and communities.

It does this by partnering with landowners on two principal interventions:

- Supporting farmers to plant the right trees in the right places and protect existing native forest and wetland remnants, to reduce erosion, improve freshwater quality, improve biodiversity and build resilient farms.

- Supporting improvements in pastoral farm systems, through best practice and regenerative farming models that are good for farmers' bottom lines and the environment.

The role of Senior Rural Advisor – Land for Life Engagement is to facilitate farmer engagement for the project. Key areas of focus will be to facilitate engagement with catchment groups, grow the pipeline of landowners to participate in the LfL project and coordinate the end to end engagement with landowners. The person appointed to this role will do this by collaborating with and supporting rural advisors, catchment advisors and the wider Catchment Team. They also work with internal and external agencies on communications, extension and other delivery functions to support LfL.

GROUP AND TEAM GOALS:

The **Integrated Catchment Management (ICM) Group** is the largest Group in the Regional Council. It includes functional delivery of programmes in environmental science, environmental information, catchment management, biodiversity/biosecurity management and policy implementation.

Integrated Catchment Management is a process that recognises that everything that happens within a catchment is linked. The aim is to integrate the Regional Council's activities and those of others working within the catchment to achieve overall outcomes. This group acts as HBRC's primary vehicle for the delivery of beyond-regulatory activities within our regional catchments.

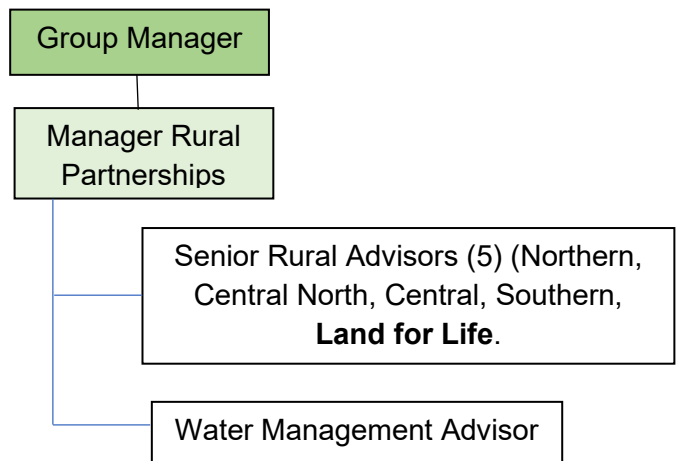
The **Catchment Operations Section** provides the following role and functions as part of the ICM Group:

- They oversee and coordinate Councils' catchment management functions and on-farm delivery of services.
- They provide a link between Council and its services and catchment communities.
- They are Councils' primary vehicle for the delivery of beyond-regulatory activities within catchments, in particular for the implementation of national and regional policies beyond regulation.
- They provide leadership, guidance and advice to Council on land management-related activities.

The **Catchment Management Teams** perform the following functions as part of the Integrated Catchment Management Group:

- Assist with the development of Integrated Catchment Management Plans.
- Co-ordinate, advise, promote, and fund on-ground projects and programs that contribute to the delivery of catchment outcomes.
- Engage with catchment communities, to understand issues, needs and the pathways to successful and sustainable solutions to catchment challenges.
- Work with Catchment Policy Implementation, to help ensure a systemic approach to catchment management through the consideration of the effects and impacts of plans and programs on environmental, social, cultural, and economic values.
- Work with Catchment Policy Implementation to coordinate Council activity in catchments, to ensure the ICM group and wider Council is working collectively towards common outcomes.
- Provide insight and knowledge of local issues and challenges when and as required to Councillors, executive staff and colleagues.
- Form and then manage key stakeholder relationships and alliances with a broad range of people and groups.
- Contribute to the development of relevant research for the ICM group.
- Act as Councils primary vehicle for the delivery of non-regulatory activities within catchments.
- Provide leadership, guidance, and advice to Council on land management and freshwater improvement related activities.

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITES

- Grow the pipeline of farmers/farms to participate in LfL through direct engagement with farmers, growers and landowners, connected through Catchment Advisor engagement.
- With the Rural Partnerships team, identify priority catchments and groups of farmers/farms suitable for participating in LfL.
- Working with the Rural Partnerships team and other relevant agencies, facilitate engagement with the relevant catchment groups and whenua Māori to develop and achieve buy-in to LfL catchment strategies.
- Supporting the CAs lead farmer relationships, coordinate the end to end engagement with farmers (from their initial interest, through to signing off their farm plan, through to implementation), including facilitating input of farm planning and other experts.
- Connect with, and promote the use of Land for Life concepts, models and programme to extend L4L engagement vacross the sector.
- Support regular communications with farmers and the rural sector.
- Working with the Catchment Team and other relevant agencies, facilitate and coordinate extension opportunities for participating farmers.
- Identify any opportunities, barriers or risks that may impact farmer participation in LfL, and actively work within the project team to address these.
- Working with the Catchment Team, ensure customer relationship management systems are in place and utilised to support coordinated relationship management for LfL outcomes over time.
- Work closely and effectively with Catchment Operations staff to build and improve internal systems and processes.
- Maintain accurate project records, adhering to defined data management and reporting procedure
- Work within and across HBRC teams/groups to ensure that catchment activities are aligned toward catchment outcomes.
- Assist Council’s science and policy teams in gauging the effectiveness of catchment programmes through monitoring, evaluation, and reporting.

You will be expected to have a basic knowledge and understanding of the broader work undertaken by the wider groups within council so that you can appropriately advise external stakeholders on a range of activities when/where required.

Expectations will be regularly discussed with you, and expectations will be fair, reasonable, and within the broad requirements outlined above. This will be outlined in an agreed annual work programme.

FUNCTIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • LfL Project Director/Manager 	<ul style="list-style-type: none"> • Consultants and contractors

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| <ul style="list-style-type: none"> • LfL Project team members • Team members • Group Managers • Executive Team • Elected members • | <ul style="list-style-type: none"> • Government agencies and departments • Local authorities • Technical, financial and legal professionals • Iwi and other community groups • Members of our community |
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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.
- A minimum of three years' post qualification experience in sustainable forestry and management or in the provision of primary sector related technical advice.
- Farm system and farm planning experience desirable.
- Experience leading engagement within rural communities including Tāngata Whenua desirable.
- Experience in a Project or Programme Management role.
- Valid driver's licence required.

Knowledge

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

- Well developed written and oral communication skills, with the ability to interpret and convey complex data/information.
- An advanced understanding of farm forestry principles in the relevance of the "right tree right place" context.
- Strong understanding of farm planning concepts and models, and in particular connection to, and alignment with regulatory and industry farm assurance plans
- A sound understanding of a range of different farming systems and rural issues.
- A good understanding of economic and financial issues affecting the primary sector.
- Experience with farm finances and management along with commercial nous.
- Ability to influence change within the rural community and forestry and agri-industry sectors.
- Appreciation for catchment scale approaches to environmental and biodiversity outcomes.
- Strong project management skills including budget management and reporting.

- Familiarity with the use of more sophisticated farm planning and management data tools: e.g., Farmax and spatial tools.
- Proficiency in MS Word, Excel, Visio, Project, PowerPoint and other database and information management systems.
- Strong analytical and problem solving skills.
- Experience with collaborative work practices that build strong working relationships.

Personal Attributes

- Sound judgement, initiative and accountability.
- Ability to work independently and with limited contextual information to support decision making
- Strong mentoring qualities.
- 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 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