

JOB DESCRIPTION

JOB TITLE:	Business Development Lead Māori Partnerships
TEAM:	Business Development Team
REPORTS TO:	Business Development and Strategy Manager
Date	August 2026

Our strategic intent

To be trusted partners leading education in the primary sector for a prosperous and sustainable New Zealand. We will do this by:

- Continue to build a high trust partnership model.
- Ensure high learner achievement.
- Continue to operate a sustainable education business.

Purpose of Role

The Business Development Lead Māori Partnerships, as a base, encompasses the responsibilities of:

- The development of Primary ITO business opportunities with existing and new Māori business, through building and maintaining strong business relationships and collaboration with sales and delivery teams.
- Identifying potential new Māori business opportunities and progressing these relationships with the aim of Primary ITO providing effective training solutions.
- Recommendation, development and implementation of training solutions for customers, based on understanding their business training needs.
- Building and enhancing the profile of the Primary ITO and providing the strategic direction for our engagement with Māori.
- Helping the Business to deliver sound learning outcomes for Māori learners.

In addition to these responsibilities the Business Development Lead Māori Partnerships is expected to take a lead role in supporting sales and development of business.

Additional responsibilities may include, but are not limited to:

- Facilitating discussion and planning of the annual business plans
- Support of individual sector/training advisors in key account management
- Support for planning and leading specific sales initiatives. Either programmes implemented by the business or specific products being brought to market
- Leading the focus on new business opportunity identification and implementation

Key Areas of Responsibility

	Key Responsibility	Critical Tasks
1.	Business Development & Customer Growth	• Identify and pursue new business opportunities within assigned sectors and territories.

		• Develop and maintain productive relationships with existing and prospective customers. • Conduct customer meetings to understand workforce development, training, and business needs. • Promote organisational products, programmes, and services to customers. • Identify opportunities for cross-selling and upselling across the customer base. • Prepare proposals, presentations, and business cases for customers. • Support contract negotiations and onboarding activities. • Maintain a healthy pipeline of opportunities and accurately record activities within Trellis (CRM). • Meet agreed activity, customer engagement, and growth targets. • Represent the organisation at industry events, networking opportunities, and stakeholder meetings.
2.	Account Management and Customer Relationships	• Manage an assigned portfolio of customers and stakeholders. • Develop account plans for key customers. • Maintain regular contact with customers to understand emerging needs and opportunities. • Work collaboratively with customers to identify workforce development solutions. • Respond promptly to customer enquiries and requests. • Monitor customer satisfaction and proactively address issues. • Ensure smooth handover of customers and opportunities to delivery teams. • Maintain accurate customer records and account information.
3.	Collaboration and Internal Partnerships	• Collaborate with Training Advisors, Sector Advisors, Vocational Pathways Team, and other internal stakeholders to support customer needs. • Share market intelligence, customer insights, and emerging opportunities. • Contribute to programme development and continuous improvement initiatives. • Support successful implementation and transition of new customers and programmes. • Participate in team meetings, planning sessions, and organisational projects as required. • Supports the Quality Assurance Team with assessor moderations and cluster training as appropriate.
5.	Market Intelligence and Continuous Improvement	• Monitor industry trends, competitor activity, and customer feedback. • Identify emerging opportunities within assigned sectors.

		• Provide market insights to the Business Development and Strategy Manager. • Contribute to business development planning and sector growth initiatives. • Recommend improvements to customer engagement processes and business development activities.
6.	Māori Strategy and Strategic Leadership	• Lead the implementation and ongoing development of Primary ITO's Māori Strategy, providing strategic leadership and direction for engagement with Māori learners, businesses, iwi, and Māori stakeholders. • Develop and maintain a multi-year action plan that translates the Māori Strategy into clear priorities, measurable outcomes, and business development opportunities. • Provide leadership and guidance across the organisation to strengthen capability and excellence in engaging with Māori learners, employers, businesses, iwi, and other Māori stakeholders. • Work collaboratively with sector and delivery leaders to identify and implement opportunities that grow the Māori workforce and improve outcomes for Māori. • Monitor and report on progress against Māori Strategy objectives, including learner participation, retention, completion, achievement, and workforce outcomes.
7.	Māori Business and Stakeholder Engagement	• Develop and maintain strong strategic relationships with Māori businesses, iwi, industry organisations, and other key Māori stakeholders to identify opportunities for workforce development and business growth. • Identify and prioritise strategic Māori stakeholders and develop targeted engagement approaches that strengthen Primary ITO's relationships, profile, and influence. • Proactively identify and develop partnerships and business opportunities that support Māori workforce participation, skills development, and industry growth. • Represent Primary ITO with key Māori stakeholders and at relevant industry, iwi, and community forums. • Develop a strong understanding of the needs, aspirations, and expectations of Māori businesses and stakeholders and translate these insights into customer-focused solutions and opportunities. • Work alongside Business Development team, Vocational Pathways Team, and Sales and Delivery Teams to convert Māori engagement and relationships into sustainable learner, employer, and industry outcomes.
8.	Safety and Wellbeing	• Carries out the requirements of the position safely at all times.

		- Promotes adherence to safety and wellbeing policies and procedures with other employees. - Ensures that they understand their safety and wellbeing roles and responsibilities. - Promotes safe work practices and ensures these are followed by employees, contractors, and visitors. - Supports the Safety and Wellbeing Representatives and support safety and wellbeing initiatives.
9.	Cultural Capability	- Understands and implements Te Tiriti o Waitangi principles and organisational cultural values. - Actively develops and supports others bicultural understanding and incorporates this into decision-making, and customer engagement practices. - Advocates for equitable outcomes for Māori learners, employers, and industry stakeholders.

Working Relationships

The Business Development Lead Māori Partnerships will work closely with:

Internal: Sector Managers, Sales and Delivery Managers, Training Advisers and or Sector Advisors, Delivery Coordinators and Internal Tutors.

External: Iwi, Hapu, Māori focused bodies, Learners, employers, workplaces, providers and/or roving assessors.

Extent of Authority

Budget	N
General	As per delegations policy
Holds delegation	N
Jobholder can spend unbudgeted capital	N
Jobholder is responsible for committing the organisation to long-term contracts	N
Jobholder signs correspondence for Company	N

Skills and Experience

Essential	Desirable
- Extensive experience in working with Māori particularly in education, and a strong reputation as being credible, trusted and results focused. 8-10 years' experience in leading business development, customer growth and strategic relationship management initiatives.	- Knowledge of the Agriculture and Horticulture sectors that we deal with at PITO. - Existing networks and relationships with industry stakeholders, employers, or sector organisations relationships with some of our sectors - Experience in managing and/or contributing to organisational change and transformation to

• Strong understanding of Māori Business Development • Creative problem solving and the ability to take calculated risks • Sound relationship skills to develop and manage relationships, and to take an investigative and consultative approach to fully understand customers, particularly with higher level decision-makers • Sales experience in a commercial environment. • Strong expertise in te reo Māori me ona tikanga • Proven track record of defining strategy and leading deployment • Excellent leadership skills, with the ability to influence without authority • Experience in education and/or the primary industries	achieve cultural change and business improvement. • Knowledge of vocational education, industry training and their application within the industry settings. Training industry knowledge • Strong negotiation skills • Strategic thinker with a results-driven mindset
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Qualifications

Essential	Desirable
▪ Graduate Diploma Level 7, General Degree or equivalent level of knowledge in Business or Education	

AGREEMENT with the duties and responsibilities of the position as reflected in this Job Description. Primary ITO and the Business Development Team must be responsive to the needs of our customers so duties may change, and flexibility will be required from the Business Development Lead Māori Partnerships role.

Signature of Position Holder

Date

Signature of Manager

Date