

# **New Zealand China Council Position Description**

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## **Assistant Director**

**Reports to** Executive Director

### **Internal relationships**

- Executive Director and Executive Administrator
- Council Chair and members, Executive Committee members

### **External relationships**

- Key Council NZ partners including North Asia CAPE, Asia NZ Foundation, NZTE, NZ China Trade Association, Chinese Chamber of Commerce in NZ etc
- Key Council partners in China including CPIFA, CAITEC, NZ embassy and consulate staff etc.
- New Zealand media / journalists
- Website manager
- Communications advisers (Sputnik)
- Statistics partner (Sense Partners)
- Office lead tenant (Stephen Jacobi)

### **Organisation background**

The New Zealand China Council was established as part of the NZ Inc China Strategy, launched by the Prime Minister in February 2012.

The Council works at a high level to support and advance a strong and resilient New Zealand-China relationship. Our members are leaders of business, iwi, government agencies, education, the creative sector and the Chinese community in New Zealand.

We're a forum for the exchange of views on China and New Zealand between the public and private sectors, and we generate research, dialogue and public information. We are a New Zealand organization, funded through government grants and members' subscriptions.

The Assistant Director is a core part of the three-person Council Executive Team.

### **Key tasks**

1. *Assist the Executive Director to implement and monitor the Council's Strategic Plan and meet agreed objectives*

- Support the Executive Director to revise the Council's 3-year Strategic Plan for presentation to Council members for approval when required.
- Support the Executive Director to develop and implement annual Business Plans to ensure the goals of the Council's Strategic Plan are fully met.
- Lead the delivery of identified projects and activities included in the annual Business Plan, including budget management, engagement with external stakeholders and risk mitigation, ensuring that the Executive Director remains informed.
- Accompany the Chair and Executive Director to external meetings when required, including logistical support and note-taking. This may include occasional travel outside Auckland.

- Represent the Council at speaking engagements and meetings when required, including China Capable Public Service (CCPS) presentations in Wellington.

## *2. Support Council and Executive Committee meetings*

- Support the Executive Director to develop agendas for Council and EC meetings, and prepare relevant supporting documents.
- Assist the Executive Administrator to provide logistical support for in-person meetings.
- Take accurate notes during meetings, and prepare and file concise minutes and meeting records.
- Ensure prompt follow-up of action points as required.

## *3. Manage the Council's engagement with media*

- Monitor New Zealand media and selected international media (including Chinese media) for China and NZ-China content relevant to the work of the Council, and keep the Chair and Executive Director informed as required.
- Respond quickly to all media enquiries, and assist the Chair and Executive Director to participate in interviews and provide comment.
- Maintain a database of New Zealand media contacts.
- Work with communications advisers (Sputnik) to ensure press releases, research reports and other key Council information is circulated widely to NZ media.

## *4. Manage the Council's public information strategy, website content and social media platforms*

- Design and implement a proactive public information strategy to ensure that stakeholders and the wider public is kept informed about the Council's work and relevant aspects of the New Zealand-China relationship.
- Work with the Executive Administrator to post timely and topical news and information content on the Council's website.
- Ensure the website statistics page remains current (6-monthly updates).
- Manage the Council's presence on Twitter, LinkedIn and Instagram, including regular posting of content suitable for each platform, monitoring responses and collating data on usage rates, with evidence of increased following across all platforms over time.
- Ensure high-quality photo and video content is captured at Council events.
- Support the Council to facilitate visits by Chinese and other overseas speakers as part of our public information work.

## *5. Visit and event management*

- Assist the Executive Director and Executive Administrator to deliver professional events hosted by the Council, including dinners, meetings/workshops and meetings, with a particular focus on content/focus, guest lists, media/social media coverage and record-keeping / note-taking.
- Assist the Executive Administrator with logistical arrangements on the day.
- Support the Executive Director to issue invitation letters and plan engagement for Chinese delegations and visitors.
- Act as Council translator during engagement with Chinese visitors and delegations.
- Help to identify relevant contacts in China and set up meetings when the Chair, Executive Director and/or Council members visit China on Council business.

## 6. *Internal team-building*

- Work closely with the Executive Director and Executive Administrator to ensure the Council office functions effectively on a day-to-day basis.
- Ensure conscientious use of Council financial and other assets on all occasions, with accurate records kept.
- Manage interns working at the Council, including participation in the selection process, meet-and-greet and ongoing oversight of their work.

## 7. *Deputise for the Executive Director as required*

- Represent the Council at external networking events, conferences and other activities.

### **Key personal attributes required**

- Highly organized, with attention to detail
- Effective and empathetic (“diplomatic”) spoken and written communicator including public speaking confidence
- Strong judgement and awareness of potential sensitivities
- Honest and principled
- Collaborative team player
- Self-starter
- Able to multi-task
- Stakeholder focus and people / relationship-building skills

### **Knowledge and skills required**

- Excellent computer skills including MS Office and Excel
- Excellent written and oral communication skills in English
- Ability to speak, read and write Chinese (Mandarin) to ‘native speaker’ standard
- Experience with Canva, Powtoon and other applications preferred
- Familiarity with China – political system, economy, key sectors of interest to Council/NZ, society
- Basic photography and video skills
- Confidence engaging with Te Ao Māori and Tikanga Māori

*January 2023*