

Position Description: Strategy Analyst

“He Mānuka Tū ki te Ahi”¹

Mānuka stands strong in the midst of heat and adversity

RotoruaNZ is committed to developing and promoting Rotorua as a destination of choice to live, work, study, visit, invest and do business. RotoruaNZ is the Economic Development Agency (EDA) and Regional Tourism Organisation (RTO) for the Rotorua district. Our work supports the development of the Rotorua economy, unlocking opportunities for commercial investment and providing employment, wealth and wellbeing for all of our people.

RotoruaNZ is a Council Controlled Organisation (CCO) that works in partnership with iwi, private sector business, local government, community organisations and central government to support their growth aspirations and enhance the Rotorua identity and reputation. We operate as a neutral entity and a trusted adviser, balancing the needs of each group of stakeholders for the benefit of the destination.

Rotorua Lakes Council has recently decided to transfer to RotoruaNZ, the delivery functions for both events and the commercially orientated venues (Energy Events Centre (EEC) and Sir Howard Morrison Centre (SHMC)). Combined with our existing responsibilities, RotoruaNZ will be even better placed to enhance Rotorua’s vibrancy through providing a wealth of enriching experiences and opportunities.

The strengths of our region include the natural environment, our vibrant and expressive Māori culture and the rich, invigorating experiences that are accessible to all. We’ll continue to leverage these strengths in our positioning and marketing of Rotorua to the rest of New Zealand and the world. We’ll continue to unlock the potential of Rotorua by:

- Strengthening Rotorua’s reputation as a vibrant world-class destination.
- Attracting, retaining and growing investment, talent and business across the district.
- Supporting efforts to revitalise the inner-city and Fenton Street corridor.
- Working closely with Te Arawa whānui to support the growth of their economy in alignment with the values set out in the Te Arawa 2050 Vision.
- Ensuring the impact of change achieves a balance between social, environmental, economic and wellness benefits for the people of Rotorua.

We are one team. Our work is underpinned by our values:

- Courage | Te Māiā – the courage to be bold and visionary
- Pride | Poho Kererū – Rotorua is at the heart of all we do
- Inclusivity | Te Whakawāitanga – We enable collaboration and teamwork
- Integrity | Te Ngākau Pono – We do what we say
- Fun | Pārakareka – We do it with energy and fun

The following pages provide the requirements of this specific job. In addition to these, job holders are also expected to be proactive in knowing and following Rotorua NZ’s policies and procedures.

¹ This whakatauki gifted to the organisation by Ngati Whakaue kaumatua, Kingi Biddle. It draws on the metaphor of Manuka that grows with strength and resilience in the heat of Rotorua’s geothermal environment, enabling a thriving ecosystem.

POSITION SPECIFICATION	
POSITION:	Strategy Analyst
REPORTS TO:	Head of Strategy and Investment
GROUP:	Strategy and Investment
LOCATION:	I-Site, Rotorua NZ
POSITION PURPOSE:	To support evidence-based decision-making across RotoruaNZ by delivering robust analysis, insight, and reporting that informs strategic priorities, drives performance and strengthens the impact of our work for Rotorua.
DELEGATIONS	Number and nature of direct reports: <ul style="list-style-type: none"> • Nil
KEY ACCOUNTABILITIES:	<p>Data Analysis and Interpretation: Analyse and interpret data from a range of sources – including tourism, events, economic and digital performance – to identify trends, risks and opportunities that support RotoruaNZ’s strategic direction.</p> <p>Research and Insights</p> <ul style="list-style-type: none"> • Lead and contribute to research projects (quantitative and qualitative), including the design, execution, analysis, and presentation of findings. Apply critical thinking to generate meaningful insights. <p>Performance Reporting</p> <ul style="list-style-type: none"> • Track and report on key performance indicators (KPIs) aligned with organisational strategies. Develop dashboards and regular reports for internal teams, leadership, and stakeholders, ensuring clear communication of progress and outcomes. <p>Strategic Support:</p> <ul style="list-style-type: none"> • Contribute to the development and delivery of strategic initiatives, working closely with different teams. Support project scoping, data discovery, and insights generation to shape recommendations and action plans. <p>Stakeholder Collaboration:</p> <ul style="list-style-type: none"> • Work with departments (e.g., tourism, economic development) and external partners to align strategies with regional priorities. <p><i>NB: The key accountabilities listed above are not an exhaustive list. You may be expected to undertake additional responsibilities in the course of your employment that are consistent with the purpose of your employment.</i></p>
PERSON SPECIFICATION	
QUALIFICATIONS AND EXPERIENCE	<p>Required:</p> <ul style="list-style-type: none"> • Tertiary qualification in business, economics, analytics or related fields • Proficiency in data analysis tools (e.g., Excel, Power BI) and forecasting methodologies • Strong communication skills to convey insights to diverse stakeholders • Experience in strategic, research or insights roles

POSITION SPECIFIC COMPETENCIES AND ATTRIBUTES	<p>Core Competencies:</p> <p>Strategic Analysis & Planning</p> <ul style="list-style-type: none"> Expertise in summarising a wide range of information to distil insights and to inform long-term strategies. Understanding of impact assessment methods, gap analysis, and risk mitigation frameworks. <p>Data & Technical Proficiency</p> <ul style="list-style-type: none"> Intermediate skills in Excel, Power BI, SQL, or statistical tools (e.g., R, Python) for modelling and scenario testing. Ability to translate data into actionable insights via dashboards or reports. Skilled in designing and conducting research and surveys through to analysis of results. <p>Communication and Business Acumen</p> <ul style="list-style-type: none"> Strong written and verbal communication – able to distil complex information into clear insights and compelling narratives. High attention to detail with strong critical thinking and problem-solving skills. Comfortable working across multiple projects and shifting priorities in a dynamic environment. <p>Stakeholder Engagement</p> <ul style="list-style-type: none"> Strong collaboration skills to align strategies with local government, iwi and private sector priorities. Workshop facilitation and presentation skills to communicate findings to executives. <p>Key Attributes:</p> <ul style="list-style-type: none"> Analytical mindset: Brings a curiosity-driven, methodical approach to understanding complex issues. Comfortable working with ambiguity and multiple data sources to find patterns and develop insights. Strategic thinking: Understands the bigger picture. Connects analysis to organisational priorities and contributes meaningfully to strategic projects. Communication: Clear articulation of complex analysis in written (reports) and verbal (presentations) formats.
ORGANISATIONAL COMPETENCIES	
VISIONARY AND ADVENTUROUS <i>Boldly positive for Rotorua's future</i>	<ul style="list-style-type: none"> Create breakthrough strategies and plans Contribute broad knowledge and strategic perspective, forward looking, anticipating future trends and consequences Optimistic about future possibilities and likelihoods Harness customer information and network creativity for improvement Handle risk and uncertainty, able to shift gear and act without having the full picture

RESULTS FOCUSED <i>We get stuff done</i>	<ul style="list-style-type: none"> • Focus resources on what is important and drive to add value • Are dedicated to meeting the expectations and requirements of internal and external customers • Set ambitious goals and steadfastly push to achieve them • Are action oriented and energetically seize opportunities • Willing to take a stand for what is important and work on tough assignments • Work hard – pursue everything with energy, drive and a need to finish • Face problems and challenging situations quickly and directly
COLLABORATIVE <i>One Team</i>	<ul style="list-style-type: none"> • Facilitate a whole of Rotorua approach • Build constructive and effective relationships with all kinds of people – up, down and sideways, gaining their trust and respect • Encourage collaboration and partnership, working cooperatively with others • Mobilise collective effort around a compelling sense of purpose or inspiring vision • Create milestones and symbols to rally support and mark progress • Find common ground and solutions for the good of all • Define success in terms of the whole team