

Director Stakeholder Engagement

Team:	Senior Leadership Team
Group:	Stakeholder Engagement
Grade:	23
Reports to:	Te Tumu Whakarae - Chief Executive Officer
Location:	Wellington Office
Updated:	February 2025

Role Purpose:	<p>The Director Stakeholder Engagement leads VSA's Stakeholder Engagement Team focusing on marketing and communications, fundraising, partnerships and business development, the delivery of strategic and operational stakeholder engagement, expanding the business of VSA, and securing independent funding. This work is aimed at strengthening our partnerships and public support for development and VSA.</p> <p>This role drives Pacific cultural capability at VSA and leads the activity and commitment to increase understanding, respect and engagement with Pacific peoples, cultures, and traditions.</p> <p>As a member of the Senior Leadership Team (SLT), the Director contributes to the achievement of organisation wide strategic goals through active participation in strategic planning, monitoring and change management processes.</p>
Direct Reports:	<p>Responsible for managing a total of 7 staff; 3 direct reports:</p> <ul style="list-style-type: none"> • Marketing, Communications and Fundraising Manager (x1) • Business Development Manager (x1) • Membership and Events Coordinator (x1) <p>and 4 indirect reports in Marketing, Communications and Fundraising (x3) and Business Development (x1) teams.</p>
Budget Delegation:	Budgeted directorate expenditure in line with delegation.

About VSA

Volunteer Service Abroad Te Tūao Tāwāhi (VSA) is New Zealand's largest and most experienced volunteering agency working within international development. VSA sends New Zealanders and people with strong connections to Aotearoa on overseas assignments to share their skills, experience, and knowledge directly with local people and communities to make real, sustainable change.

VSA focuses on people-centred development. We give great importance to manaakitanga which means we value respectful partnerships, working and learning together, cross-cultural understanding, and the spirit of volunteering. VSA's values and our strategic focus reflect our commitment to bringing the spirit of Te Tiriti o Waitangi to the philosophy and values of our international development programme.

The purpose of VSA's programmes is to support countries across the Pacific to build their own capacity and sustainability. This is done by engaging skilled, committed New Zealand volunteers to work with in-country partners on short or longer-term assignments. VSA manages a range of development programmes in partnership with other organisations. These include in-country, regional, multi-lateral and New Zealand-based partners, such as Government ministries, public and academic organisations, private business and not-for-profit community groups.

We have team members working from our National Office in Te Whanganui-a-Tara/Wellington, as well as team members and volunteers located across the wider Pacific in the Cook Islands, Samoa, Tonga, Fiji, Kiribati, Vanuatu, the Solomon Islands, Bougainville, Papua New Guinea, and Timor-Leste. VSA works in partnership with a range of partners across the Pacific and Aotearoa New Zealand, including non-government organisations as well as private, public, and academic organisations and institutions.

VSA's work is funded primarily through its strategic relationship with the Ministry of Foreign Affairs and Trade and independently generated income. VSA is an independent, secular, and not-for-profit organisation and is governed by a Council. VSA is registered in New Zealand as an incorporated society and is a charity registered with the Charities Commission. You can find more information at www.vsa.org.nz

About the Team

VSA's Stakeholder Engagement Group focuses on four main areas of work: Communications and Marketing (including events); Business/Partnership Development; Fundraising and; Membership.

This role is responsible for leading the work of the group focused on developing the VSA brand and growing new audiences; securing funds that support VSA activities and growing the fundraising base; developing new partnerships; engaging our members and; engaging effectively with the public, including through media.

Critical Success Factors

Area of Responsibility	Evidenced through
Organisational Leadership	<ul style="list-style-type: none"> Support the Te Tumu Whakarae - Chief Executive Officer in providing organisational-wide leadership focused on transforming VSA into a more integrated and innovative organisation focused on the achievement of targeted outcomes and growth. In collaboration with the Senior Leadership Team, determine the programme, priorities, and resources necessary to achieve VSA's goals; identification and mitigation of risks; and regular tracking of organisational performance against key milestones.

Area of Responsibility	Evidenced through
	<ul style="list-style-type: none"> In collaboration with the Senior Leadership Team, lead a culture of excellence and engagement based on shared values and cross-organisational collaboration, with a strong focus on wellbeing of team members and volunteers.
People Leadership	<ul style="list-style-type: none"> Provide day to day management and leadership to the Stakeholder Engagement team. Build and develop a high performing and focused team that achieves results and demonstrates commitment to delivery. Align the team within VSA to ensure effective partnering internally and externally. Act as a role model by reinforcing and living the values of VSA.
Succession Planning, Performance and Staff Development	<ul style="list-style-type: none"> Ensure all team members have current, clearly defined position descriptions that underpin the requirements of their role and required experience, skills, and knowledge to deliver outcomes. Capture robust performance objectives and regularly review progress against these noting achievements, required improvements and any necessary training needs. Drive a high degree of organisational performance across the team, identifying opportunities to build bench strength and capability in critical skill areas to reduce organisational risk.
Operational Leadership	<ul style="list-style-type: none"> Lead an integrated team focused on stakeholder engagement to promote the VSA brand and its impact on development by: <ul style="list-style-type: none"> Designing and delivering a dynamic Stakeholder Engagement Strategy that engages all parts of VSA in integrating a strategic approach to stakeholder engagement and management. Developing and overseeing implementation of initiatives and programmes of work that build VSA's reputation and brand across Aotearoa New Zealand, inspiring more New Zealanders to engage with VSA and international development, resulting in a strengthened supporter base. Supporting VSA to effectively engage with and influence external stakeholders. Managing reputational risk through effective communication and engagement with the media. Connecting and engaging with Pacific peoples and Pacific-led organisations in Aotearoa New Zealand as partners, volunteers, and collaborators. Investigating, developing, and leading innovative opportunities to diversify VSA's business and build partnerships that align with VSA's brand, values, and strategic intent.

Area of Responsibility	Evidenced through
	<ul style="list-style-type: none"> ○ Securing sustainable, independent non-government funding from a range of sources that supports ongoing VSA activity and where appropriate, expansion of its business. ○ Strengthening engagement with a wide range of stakeholders including members, returned volunteers and VSA Interest Groups.
Marketing, Communications and Fundraising Leadership	<ul style="list-style-type: none"> ● Oversee development of the VSA brand through implementation of appropriate communications, marketing and fundraising strategies that contribute to the achievement of VSA's strategic goals. ● Engage in critical incident management as required, with primary responsibility for developing external crisis communications and engaging with identified stakeholders to minimise reputational risks. ● Oversee development and implementation of campaigns and initiatives designed to raise the public profile of VSA, secure new donors, members, and supporters. ● Provide guidance to the VSA Council on the organisation's brand positioning, communications, marketing and fundraising strategies, and identify opportunities to proactively engage Council members in appropriate activities. ● Support and advise the Te Tumu Whakarae - Chief Executive Officer on messaging, communications, and engagements with external stakeholders, media and the public.
Internal Communications & Engagement	<ul style="list-style-type: none"> ● Oversee VSA's internal communications strategies and plans, ensuring high engagement over various channels. ● Ensure internal communication channels, including the VSA intranet and relevant shared technology systems, are effective, fit for purpose, and support our organisational activity. ● Maintain a master suite of policies relevant to all of VSA's operation working across SLT to ensure policies are relevant and fit for purpose both for operational use and to meet external standards for accreditation.
Relationship Management	<ul style="list-style-type: none"> ● Form positive relationships inside and outside of VSA with leaders and key stakeholders and develop these relationships to the benefit of VSA. ● Develop and maintain relationships with members, donors and other stakeholders to keep them engaged with VSA and moving through the stakeholder engagement journey. ● Steward relationships with major donors, high-net worth individuals, bequests, and corporate partners with advice from the Marketing, Communications and Fundraising Manager.
Stakeholder External Reporting	<ul style="list-style-type: none"> ● Manage and facilitate the preparation of external stakeholder reporting documentation and reporting to stakeholders, including annual reporting and accreditation requirements.

Area of Responsibility	Evidenced through
	<ul style="list-style-type: none"> • Work across VSA teams and functions to ensure all information is collected and represented well.
Membership Engagement	<ul style="list-style-type: none"> • Develop, implement and oversee membership plans and strategies to retain and acquire members and ensure high membership engagement. • Oversee and facilitate the delivery of the Annual General Meeting and lead the Council Election process. • Ensure relevant, up to date practices are in place for VSA Council governance requirements - including charters, policies and appointment processes. • Engage with Interest Groups Co-Convenors and the Volunteer Advisory Groups to facilitate collaboration and discussion on VSA initiatives and developments. • Seek opportunities to grow the Interest Groups network across Aotearoa New Zealand, through regional representation and digital engagement. • Lead the development of opportunities to engage Returned Volunteers in VSA business, leveraging their experience, skills, and knowledge to improve development outcomes and add value to the volunteer journey.
VSA's Pacific Cultural Capability	<ul style="list-style-type: none"> • In collaboration with the Partnerships Liaison - Pacific Peoples and others, lead the engagement with Pacific peoples and Pacific-led organisations in Aotearoa New Zealand on behalf of VSA. • Lead internal capability building in VSA about the countries across the wider Pacific where VSA operates and provide opportunities for staff to participate in related learning. • Identify practical approaches that will support VSA to implement Pacific values & traditions when engaging with Pacific Peoples. • Ensure culture-specific attitudes and values are incorporated into marketing, communications, and promotional activities.
Financial Management	<ul style="list-style-type: none"> • Manage the Stakeholder Engagement group budget, including establishment of annual budget figures, monitoring of expenditure, reporting on variances, and authorising payments.
Wellbeing, Health and Safety	<ul style="list-style-type: none"> • Contribute to a strong Wellbeing, Health & Safety culture across all parts of VSA's operation. • Ensure all team members are aware of and compliant with VSA Health and Safety policies and requirements. • Take reasonable care for personal safety and wellbeing in all VSA workplaces and project sites.

At VSA there will be times when we all pitch in to do additional tasks that are outside our regular roles. This forms part of our culture and our values.

At VSA all team members are encouraged to contribute to continuous improvement: to support innovative thinking, smart work practices, how we engage across teams, and the overall culture and work environment.

There will be opportunities to participate in forums, committees, and working groups across the organisation and with third parties.

Key Relationships

Internal	<ul style="list-style-type: none"> • Te Tumu Whakarae - Chief Executive Officer • Senior Leadership Team • Wider Management Group • Stakeholder Engagement Group • VSA Council • All VSA team members
External	<ul style="list-style-type: none"> • Ministry of Foreign Affairs and Trade (MFAT) • Council for International Development (CID) • VSA Regional and Aotearoa New Zealand-based partners • Relevant professional bodies (e.g. FINZ) • VSA Returned Volunteer Alumni Network • VSA Returned Volunteer Advisory Group • VSA Interest Groups & Co-Convenors • VSA Members • Donors and Corporate Partners

Additional Responsibilities

The Director must have the flexibility to work outside normal office hours at times and/or work extra hours when needed. Such work may include travel on field trips overseas or within New Zealand from time to time, occasional weekend work, and leadership support for large scale emergencies/crises on an as required basis.

Skills / Competencies / Attributes

- Commitment to the principles of international development and understanding of the principles of Te Tiriti o Waitangi, bi-culturalism, and multi-culturalism.
- A great people leader who has an exceptional ability to lead, coach, develop and motivate others. Proven at leading and managing people and cross-functional teams and knows how to build empowered high performing teams.
- Experience in strategic planning and execution.
- Previous experience working as part of a leadership group providing leadership to the wider organisation.

- Proven experience in operating at a senior level and contributing to the management of key business issues.
- Assertive leader, with a track record of achievement in stakeholder engagement including developing relationships that support shared goals and outcomes.
- Highly developed communication/relationship building skills and leadership qualities, including experience of managing key relationships.
- An understanding of business development drivers and processes.
- An understanding of marketing, communications, and fundraising drivers and processes.
- Demonstrated project management skills, including project development, implementation, and evaluation.
- Proven expertise in analysis, planning, monitoring and evaluation and an ability to prioritise tasks to meet deadlines.
- Excellent interpersonal skills, including the ability to act in a professional, courteous, and friendly manner.

Desirable

- Experience in international development.
- Some experience in the charity and social development sectors.