



Position Description

Position:	Partnerships and Project Manager – Te Araroa
Location:	Wellington
Reporting to:	Executive Director/Tumu Whakahaere – Te Araroa
Date:	September 2023

Background

Herenga ā Nuku Aotearoa is a Crown Entity established by the Walking Access Act 2008. It enhances and extends access to New Zealand's great outdoors.

Te Araroa is New Zealand's walking trail, traversing 3,000 kilometres of stunning scenery from Cape Reinga in the north to Bluff in the south.

Te Araroa Trust is responsible for developing, promoting, and managing the trail for the good of New Zealand. The Trust's purpose is "To develop, promote and protect Te Araroa".

Te Araroa is working towards a new goal of becoming the world's first truly regenerative thru-walk – meaning those that walk Te Araroa – or part of it – will leave it in a better state than before.

In 2022, the Trust and Herenga ā Nuku signed a Memorandum of Understanding (MOU) for four years, outlining each organisation's key roles and responsibilities. The MOU provides for the employment of key personnel and operational costs associated with the activities of the trust and trail.

Position summary

The Partnerships and Projects Manager will be responsible for managing a range of projects and workstreams across three key areas:

1. Partnerships and projects: Establishing and maintaining relationships and active partnerships which regenerate and sustain the places, people, and communities of Te Araroa,

2. Communications and engagement: Lead communications activity across all audiences, including funders, walkers, partners, and regional trusts, and reposition Te Araroa as a regenerative trail.
3. Revenue and fundraising: Establish and manage revenue streams and a fundraising strategy to ensure a sustainable funding model for Te Araroa.

Fast becoming one of the world's most popular through-walks, this new and varied role will help reposition Te Araroa and the Trust with its new regenerative goals.

Key responsibilities

Partnerships and projects

- Establish a partnership model guided by te Tiriti o Waitangi principles to strengthen whanaungatanga between Te Araroa and iwi, hapū and whānau.
- Establish and maintain partnerships with non-profit organisations to enable Te Araroa to achieve regenerative status through practical and impact projects.
- Build relationships and partnerships with an evolving group of stakeholders and partners, including:
 - Government (DOC, Herenga ā Nuku) and territorial local authorities
 - Landowners
 - Te Araroa Regional Trusts
 - Te Araroa walkers
 - Volunteers
 - Other stakeholders
- Establish the means to report on regenerative outcomes and demonstrate impact to Te Araroa partners and stakeholders.
- Manage partnership projects to develop educational materials and interpretive signage along the trail to educate hikers about the history, culture, and environment of the areas they are passing through.
- Develop and manage, in conjunction with partners, a walker education programme and briefing to ensure walkers understand the cultural significance of Te Araroa, the expectations and responsibilities on them from mana whenua, communities and regenerative partners.
- Support the Trail Manager to implement regenerative and sustainable practices and events through partnerships.

Communications and engagement

- Develop the regenerative Te Araroa story to raise awareness of the trail's regenerative focus and impact.
- Develop and implement a communications and engagement strategy to meet the needs of various target audiences (for example, walkers, partners, donors, communities and so on)
- Facilitate conversations with stakeholders and partners, bringing them on the regenerative journey.
- Build a consistent social media presence and content process to meet the needs of walkers and stakeholders alike.
- Work with the Trail Manager to position the Trust as a trusted voice and authority on matters relating to the route, trail, and guidance.
- Implement a membership model and manage the CRM system, website, and social media to support communications and engagement.

- Implement a membership/alumni model for walkers to ensure ongoing connection and enhance future engagement.
- Liaise with the media both proactively and reactively.

Revenue and Fundraising

- Develop and implement a multi-year fundraising strategy to secure a sustainable funding model for the trail.
- Identify and apply for grants and government funding.
- Secure mutually beneficial commercial and trail partner funding
- Deliver fundraising and member recruitment campaigns.

KEY RESULT AREA	HOW ACHIEVED
Fundraising	Establishing and managing revenue streams to ensure a sustainable funding model for Te Araroa. Contribute to developing and delivering Te Araroa Management Plan, including budget and fundraising.
Relationship management	Establishing and maintaining relationships and active partnerships which regenerate and sustain the places, people, and communities of Te Araroa. Build and develop relationships with regional trusts, trustees, and partners at a regional level to support the achievement of Te Araroa strategic objectives and the requirements of the Trail.
Communications and advice	Lead communications activity across all audiences, including funders, walkers, partners, and regional trusts, and reposition Te Araroa as a regenerative trail. On a regular, consistent, and scheduled basis, communicate with the Trust board and regional trusts to inform them of Trail development and activity. Attend regional trust meetings regularly to build the culture and support of Te Araroa volunteers.
Reporting	Prepare and deliver necessary reports associated with fundraising and deliverables.
Project management	Assist the Executive Director and Trail Manager in developing budgets and project plans as required and deliver on the projects related to the development of Te Araroa (the trail) and the objectives of Te Araroa Inc.
Compliance	Manage and comply with health and safety policies and procedures. Implement and adhere to the policies and practices of Herenga ā Nuku in accordance with its requirements and legal obligations.

Key relationships and contacts

Within Herenga ā Nuku/Te Araroa	Outside the organisation
Executive Director – Te Araroa	Te Araroa regional trusts
Trail Manager – Te Araroa	Te Araroa regional stakeholders
Te Araroa Board	Te Araroa volunteers
Herenga ā Nuku <ul style="list-style-type: none"> • Communications team 	

<ul style="list-style-type: none"> • GIS team • Corporate Team • Strategic Relationships Manager team • Chief Executive • Regional Field Advisors 	
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Dimensions of the position

Staff

Number of direct reports	0
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Financial

Te Araroa budget lines as agreed with the Executive Director/Tumu Whakahaere – Te Araroa, representative of both Herenga ā Nuku and Te Araroa cost centres.

Required competencies

Integrity and trust
 Drive and motivation
 High expectations
 High energy
 Achievement orientated
 Building and maintaining relationships
 Agility and judgement
 Problem-solving
 Personal development

Person specification

- Relevant experience in outdoor settings, including recreation, access, education, and asset management.
- A proven track record in fundraising for projects.
- High energy and focus on results.
- Excellent skills in developing relationships with volunteers and creating value.
- Good computer literacy, with skills in Microsoft Office (Excel, Word, and PowerPoint)
- Excellent Oral and written communication skills, including internet and social media use.
- Excellent time management and aptitude to adapt to dynamic environments and situations.
- The ability to analyse projects and problems and think creatively to develop solutions.
- Strong customer service, organisational, communication, problem-solving and interpersonal skills.
- An established enthusiasm for Te Araroa – New Zealand's Trail