



# Good governance for a strong Aotearoa New Zealand

## Branch Manager

### Position description | He kōrero mō te tūranga

**Reports to:** Branch Network Team Leader

**Location:** Remote (Taranaki)

**Job dimension:** Part-time (15 hours) \ Permanent

**Direct reports:** Nil

#### About us | Mō mātou

The Institute of Directors is the professional body for directors and is at the heart of New Zealand's governance community. We believe good governance has the power to positively transform organisations, business and communities for the benefit of Aotearoa New Zealand.

We are driven by our purpose to support and enable directors and those in governance to add value to their organisations and wider communities. We do this by connecting them through our 10,500 strong member network; developing and providing governance resources, insights, training and professional development; supporting director and board effectiveness through our board services; and research, advocacy and thought leadership to set and improve the standards of governance.

#### Position purpose | Te aronga o te tūranga

The Taranaki Branch Manager provides a local presence for the Institute of Directors and helps raise the profile of the IoD within the region. They are key to driving the IoD's member engagement in the region by; plan, deliver and facilitate a range of engaging governance-related events and networking opportunities that connect members with each other and the wider governance and business community; and help build their knowledge and capability and provide advice to assist and encourage them on their governance journey.

The Branch Manager works closely with the branch committee and branch chair to support them to achieve their objectives - to be a growing, dynamic, high performing hub for the local governance community. This includes seeking out, planning and the development of engaging, relevant and quality branch activities and initiatives; an effective local profile and presence for the IoD; developing and maintaining strong relationships with sponsors and other like-minded membership groups and stakeholders; providing an excellent member experience; and analysis and management of the branch's performance and impact in the region.

#### Our values | Ā mātou uara

Māiatanga | Courage

We are bold and have the courage to do the right thing.

Manaakitanga | Support

We are welcoming and show respect for each other.

Kaitiakitanga | Stewardship

We take responsibility of care.

Whakatautetanga | Individual

We respect the value each individual brings.

He pukenga wai | Learners for Life

We seek to learn and share our knowledge.

## Key responsibilities | Ngā haepapa matua

### Membership

- Hold a strong knowledge and understanding of all IoD member and service offerings including IoD member categories, benefits, courses and content, Continuing Professional Development (CPD) requirements and the Chartered Membership Pathway, and actively promote the value of these to members
- Seek to encourage and promote appropriate members for Chartered Membership or to Fellow level including researching and identifying members for Distinguished Fellowship
- Seek opportunities to promote IoD membership to prospective members and;
- Ensure a programme of contact for potential, new and existing members and encourages greater involvement, feedback and ultimately retention
- Through the IoD's member CRM, monitor registration of members at branch events, training, resignations, transfers etc. to understand member engagement and proactively contact members to encourage participation
- Actively engage with members who are considering resigning their membership to retain them as members wherever possible
- Work closely with the wider organisation to ensure the member experience, offerings and communication is consistent and seamless across the range of events, services and communications
- Work with the membership team to ensure that the membership database and website are up-to-date and enhances member experience
- Maintain a good understanding of IoD's member segments in order to ensure the needs of these segments are being met at branch level.
- Work with the wider organisation to support sector-specific initiatives including Leading Directors; Aspiring, Emerging and Future Directors; diversity segments etc
- Monitor members' reasons for leaving including utilising exit surveys with members who resign from the IoD to inform branch strategies to retain members
- Ensure membership management policies are understood and consistently applied across the region.

### Branch Events Programme

- In collaboration with the Branch Committee and wider organisation, plan and implement an annual branch programme of events for the Taranaki region
  - Events should align and support IoD's strategic objectives, be profitable, relevant and targeted and deliver maximum member satisfaction and CPD opportunities
- Co-ordinate all aspects of all events including pre-event coordination and promotion, arrangement of e-linked/tele connections to outlying locations, event logistics and follow up of non-member attendees
- Work with the Governance Leadership Centre team (GLC) to ensure the branch is aware of targeted and topical issues that affect and impact directors
- Ensure the promotion of all IoD initiatives and services at all events.

### Branch Annual Planning

- Provide input into the annual branch plan including themes, speakers, budgets and to ensure that the branch programme supports IoD's strategic and key priorities
- Support the branch committee in developing and executing the branch plan to ensure a positive member experience
- Support the branch committee through the provision of appropriate information and recommendations that improve branch performance, member engagement and profitability levels

- Continually look for opportunities to align and work with other like-minded organisations or participate in their events and activities to lift the branches profile and impact in the region, and that supports the IoD's strategy.

#### **Branch Committee**

- Work closely and collaboratively with the Branch Chair
- Provide secretarial support to the branch committee particularly around branch committee meetings, minutes/documentation and finances
- Act as a conduit for the branch committee for knowledge of IoD's services and activities, both at National Office and throughout the other branches
- Ensure the branch committee is kept up to date on any changes and developments within the region that could materially affect members or the operations of the branch
- Support the branch annual meeting process including communication to members, nominations, remits, and the election process.

#### **Sponsorship and Stakeholder Relations**

- Act as a representative of IoD, hosting branch and national events and meetings when required
- Identify potential sponsors and arrangements in consultation with the Branch Chair, Branch Network Team Leader ,General Manager Members and the National Sponsorship & Events Manager
- Liaise with the National Sponsorship & Events Manager to ensure fit with national sponsors and that National Office are fully informed of local sponsorships
- Actively work with sponsors to ensure all benefits are delivered to both the sponsor and to the Institute of Directors and sponsors are highly satisfied
- Develop and maintain strong and effective relationships with other like-minded organisations to build IoD's influence and profile within the region.

#### **Financial Management**

- Prepare and manage the annual branch budget
  - Monitor revenue and expenditure against budget in conjunction with the Branch Network Team Leader, –General Manager Members, Branch Chair and Corporate Services Manager.
  - Prepare explanatory notes to financial reports for presentation at Committee meetings
- Follow-up with local members for non-payment of subscriptions in co-ordination with the membership team
- Follow-up any other amounts outstanding in respect of branch activities in liaison with the finance team.

#### **Market Research**

- Gather and feedback market intelligence regarding member sentiment, topics of interest and demand for new offerings
- Be an ambassador for the branch, promoting IoD within the region and building and maintaining relationships with the business community. This includes building relationships with appropriate organisations to ensure that IoD is represented effectively.

#### **Communication**

- Coordinate with the Branch Network Team Leader, General Manager Members and the brand, marketing and communications team to ensure open and transparent internal communication and consistent

- external messaging
- Act as a champion for the branch with the wider organisation
- Ensure the branch has a good understanding of the IoD's strategic objectives, and its performance against the IoD business plan
- Promote a culture of collaboration and information sharing with other branches and Branch Managers through regular communication and active participation at team and organisation meetings
- Provide reports on branch activities on a regular basis.

#### **General**

- Be available to attend: regular e-linked team meetings with the wider branch manager team/up to three branch manager team/all of staff meetings/operational training (1-2 days each) at National Office (Wellington) each year
- Provide input on and support for key activities i.e. National AGM and Annual Conference, amongst others as and when required
- Any other duty that is required to assist the IoD and/or the branch committee fulfil its role to enhance and build the profile of the IoD.

#### **Other**

- Provides excellent service to all members, customers, partners, suppliers and other customers
- Contributes to a healthy and safe work environment and acts in the spirit of all IoD health, safety and wellbeing policies and procedures
- Works positively, collaboratively and collectively as part of one strong IoD team.

### **Key relationships | Ngā hononga matua**

<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>• Branch Chair – close relationship</li> <li>• Branch Network Team Leader – close relationship</li> <li>• General Manager Members</li> <li>• Branch committee</li> <li>• Other IoD Branch Managers</li> <li>• Membership team</li> <li>• Brand Marketing &amp; Communication team</li> <li>• National Sponsorship and Events Manager</li> <li>• Delivery team and Service Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Members</li> <li>• Prospective members</li> <li>• Customers</li> <li>• Service providers</li> <li>• Suppliers and service suppliers</li> <li>• Sponsors</li> <li>• Stakeholders</li> </ul>

### **Person specification | Mōu ake**

#### **Qualifications**

- Appropriate tertiary level qualification in business, events, arts, and at least 5 years' experience in working in a professional environment including engaging with senior leaders.

#### **Technical Skills, Knowledge and Experience**

- Exceptional customer service, engagement and relationship management skills
- Experience and at ease in a professional business environment and ideally having provided support to a governance body

- Is self-directed and motivated and can be relied to deliver on commitments
- Top notch prioritising, planning, and time management skills
- Event organisation and delivery skills
- Excellent communication skills both written and oral, and able to effectively communicate with a wide range of people eg in a business context
- Negotiation and influencing skills - able to communicate and persuade the value and impact of membership and the IoD's services
- Great business to business relationship management skills – connects with other business and builds strong networks
- Having marketing and sales savvy is of benefit
- Experience and/or understanding of budget setting, reporting and managing
- Proven experience in service delivery
- Interest in business and corporate governance issues (desirable)
- The ability to understand strategic linkages and translate through to operational level plans
- High level technical skills including Microsoft Office – particularly Outlook, Word, PowerPoint and Excel, and strong competency with databases and CRMs, and email.
- Working experience in a professional membership association / corporate events environment (ideal)

#### **Personal characteristics**

- A trusted advisor
- A strong service ethic and commitment to high standards
- Excellent communications skills (oral and written)
- Ability to speak in public, e.g. introducing speakers, welcoming members, making H&S announcements
- Excellent relationship and interpersonal skills
- Ability to self-manage and work semi-autonomously with excellent time and organisational management.
- A problem-solving attitude and attention to detail
- Outcome focused
- A 'people person'.

#### **Key competencies | Ngā tohungatanga matua**

##### **We put our members and customers first**

**Always act for the good of the IoD** and our purpose to positively transform governance.

**See things from our members' and customers' perspectives** and design services and create solutions that meet their needs.

**Goes the extra mile** for our members and our customers - both inside and outside the organisation.

**Monitor member and customer satisfaction** and focus on fixing what's not working and improving their experience.

##### **We are outcomes focused**

**Strive for excellence** and look for better ways to do things.

**Harness technology** to drive continuous innovation, improvement and efficiencies.

**Understand our financial drivers** and commercial environment and make decisions that positively impact this.

**Is adaptable** and can refocus our work and our energy to what's most important.

**Thinks outside the box**, bringing creative ideas and solutions to problems.

#### We value teamwork & collaboration

**Welcoming and respectful**, valuing diversity of culture, belief, lifestyle, gender, orientation, ability, and thought.  
**Collaborative and team-focused**, contributing ideas, solutions, and shared responsibility while recognising others' strengths and achievements.  
**Supportive and reliable**, backing up colleagues and fostering a positive, constructive environment.  
**Open and constructive in addressing challenges**, focusing on healthy resolution and issues rather than individuals.

#### We hold ourselves to high standards

**Aim high**, delivering quality work, and setting goals that drive performance.  
**Act with integrity** by keeping commitments, speaking up for what's right, and using sound judgement  
**Stay curious and knowledgeable**, seeking feedback, learning continuously, and applying insights to improve.  
**Show accountability** by owning actions, recognising limits, and asking for support when needed.

#### We develop ourselves

**Commit to growth** through continuous development, learning, and reflection.  
**Build cultural competence** by deepening understanding and behaviours towards and attitudes of Māori and their culture, as the indigenous people of Aotearoa New Zealand.  
**Embrace curiosity**, openness, and adaptability, learning from both success and failure.  
**Share knowledge generously**, acting as both teacher and learner, and seeking growth beyond comfort zones.

### Authority | Rangatiratanga

The Taranaki Branch Manager has the authority to make decisions and carry out actions in all matters related to the responsibilities and deliverables of the position consistent with budget approvals.

### Amendments to the responsibilities | He whakahounga ki ngā haepapa

The Taranaki Branch Manager responsibilities will change over time as the IoD responds to the changing environment and commercial needs and requirements. This position description will be updated as required to reflect these changes. The incumbent will need the flexibility to adapt and develop as the environment evolves.

#### Dated

January 2026