

# Commercial Attraction Manager

**Reports to:** Head of Commercial and Skills Attraction

**Direct Reports:** Nil

**Team:** Innovation and Business Growth

**Date:** September 2025

## Role Purpose

The Commercial Attraction Manager develops and manages strategic initiatives to attract high-value investment and business activity to Christchurch, accelerating economic growth, job creation, and innovation within the Canterbury region.

This role will:

- Foster relationships and collaboration with investors, industry leaders, government agencies, and iwi, to unlock long-term economic value for Christchurch.
- Position Christchurch as a competitive destination for domestic and international investment, advancing Christchurch's long-term business and investment attraction goals.
- Work collaboratively within ChristchurchNZ to ensure cohesive delivery of investment attraction efforts that are aligned with Christchurch's broader economic development objectives.

## ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

## Who is ChristchurchNZ

ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

## What does the team do

Innovation and Business Growth employees nurture Christchurch innovators and the ecosystem that helps them thrive. We also support the business community, especially in targeted high-growth industries. We work to create high-value jobs for residents and are collaborating with the business community to step towards the city's economic ambition of creating a regenerative economy, because Christchurch is a city that cares about its people and their futures. Join us to help make Ōtautahi Christchurch a better place for business.



We are Open



We are Purposeful



We are Together

## | What you will do

### **Strategic Relationship Development**

- Build and nurture high-trust relationships with key stakeholders across public and private sectors, including investors, developers, industry bodies, iwi, and central government.
- Act as a strategic connector, facilitating collaboration and aligning interests to support Christchurch's economic priorities.
- Represent Christchurch in national and international forums, trade missions, and investor roadshows.

### **Strategy Formulation & Execution**

- Lead the development of commercial attraction strategies that align with city-wide economic development goals.
- Identify priority sectors and emerging opportunities, and design initiatives that position Christchurch competitively in national and global markets.

### **Investment Facilitation**

- Support the attraction and onboarding of commercial investment by providing strategic insights, market intelligence, and tailored guidance to prospective investors.
- Collaborate with internal teams and external partners to streamline processes and remove barriers to investment.
- Develop products and services that support, enable, and drive the investment making process.

### **Cross-Functional Collaboration**

- Develop the Growth Sector attraction plans, in consultation with the Growth Sector leads, and own the delivery.
- Work closely with the Inward Investment Attraction Specialist to ensure cohesive delivery of initiatives and alignment across shared objectives.
- Contribute to cross-agency projects and sector development efforts, bringing a strategic lens to commercial attraction activities.

### **Market Intelligence & Promotion**

- Develop and deliver Commercial Attraction's marketing positioning and activity, in collaboration with Marketing, Brand & Communications
- Develop robust data gathering and interpretation to monitor global trends and competitor cities etc. Informing strategy and positioning, this enables identification of investment opportunity, and supports the investment decision making process
- Lead research and analysis on global investment trends, competitor cities, and sector performance.
- Produce compelling investment collateral, pitch decks, and economic profiles to promote Christchurch's value proposition.
- Contribute to cross-agency projects and sector development efforts, bringing a strategic lens to commercial attraction activities.

*Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.*

## | What you will have

### **Skills & Experience**

- Proven experience in strategic relationship management, business attraction, or economic development (5+ years).
- Strong understanding of Christchurch's economic landscape and priority sectors.
- Demonstrated ability to develop and execute strategy, influence stakeholder decision making, and deliver measurable outcomes.
- Demonstrated experience in the use and interpretation of data to develop impactful work.
- Excellent communication, negotiation, and presentation skills.
- Collaborative mindset with experience working across teams and sectors.
- Strategic thinker with a track record of delivering measurable outcomes.

### **Qualifications**

- Tertiary qualification in business, economics, international relations, or a related field.
- Postgraduate or professional certifications in economic development, investment promotion, or strategic management are advantageous.

## | Ways of Working

### PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

### SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

### MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

## | Working relationships

### INTERNAL

- ☒ Primarily within immediate team
- ☐ Collaboration with most of the organisation
- ☐ Influencing across most of the organisation

### EXTERNAL

- ☐ Transactional interaction with external stakeholders
- ☒ Influencing and/or negotiating with external stakeholders
- ☐ Final negotiations with external stakeholders

## | Financial Delegations

### BUDGET MANAGEMENT

- ☐ N/A
- ☒ Yes

### BUDGET OWNERSHIP

- ☒ N/A
- ☐ Yes

### BUDGET LIMIT INDICATION

- ☐ Nil
- ☒ Up to \$50,000
- ☐ Up to \$100,000
- ☐ Over \$100,000

*Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy*