

Business Attraction Lead

Reports to: Head of Commercial and Creative Attraction

Direct Reports: Nil

Team: Innovation and Business Growth

Date: April 2026

Role Purpose

The Business Attraction Lead is business-led, it develops and manages strategic initiatives to attract high-value business investment to Christchurch, accelerating economic growth, job creation, and innovation within the Canterbury region.

This role will:

- Lead company-led attraction activity, where domestic or international businesses are considering establishment, expansion, or relocation to Christchurch.
- Lead the delivery of programs, activities, and initiatives that attract high-value businesses and foreign direct investment to Christchurch.
- Foster relationships and collaboration with international businesses, site selectors, intermediaries, and industry multipliers to unlock long-term economic value for Christchurch.
- Work collaboratively within ChristchurchNZ to ensure business attraction efforts align with and leverage 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

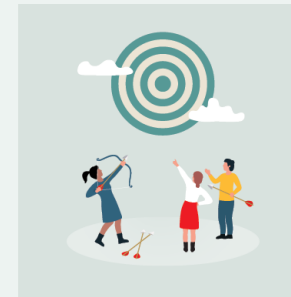
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy,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

What does the team do

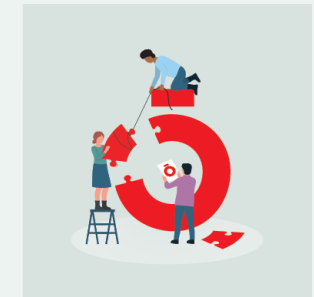
Innovation and Business Growth employees nurture Christchurch innovators and the ecosystem that helps them thrive. We also support the business community, especially in targeted high-growth industries. We work to create high-value jobs for residents and are collaborating with the business community to 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

Pipeline development:

- Build and maintain an inward investment pipeline of high value attraction opportunities aligned to Christchurch's Growth Sectors and Economic Ambition.
- Develop and maintain regular working-level contact with local and central government agencies involved in business attraction, FDI facilitation, establishment, and aftercare, ensuring coordinated support for incoming and established foreign-owned businesses.
- Manage relationships with prospective leads (domestic and international), ensuring timely follow-up to enquiries, and coordinated engagement with relevant stakeholders from attraction through establishment.
- Identify potential FDI prospects and expanding businesses through engagement with economic development partners, targeted market scanning, desk research, and business attraction events.

Build an inward investment support, facilitation, and aftercare network:

- Develop a comprehensive business attraction, concierge, and landing pad service, connecting FDI prospect requirements to local service providers, regulators, workforce partners, and industry multipliers; actively supporting navigation of regulatory, consenting, and establishment processes to increase the likelihood of successful business establishment in Christchurch.
- Identify existing investors with potential for expansion and ensure they are connected to appropriate business support to facilitate this growth.

Accountability:

- Local network and opportunity pipeline have structured engagement plans, timely follow-ups to enquiries are delivered, and high-quality support is provided.
- Systems are implemented to ensure engagements and opportunities are recorded and outcomes measured.
- This role holds accountability, with the Head of Commercial and Creative Attraction, for the delivery of CNZ's business attraction related performance targets.
- Work collaboratively with the Capital Investment Lead where capital is required to unlock a location decision, accelerate establishment, or support growth.
- Support ChristchurchNZ's Growth Sector and Business Growth teams by providing specialist business attraction, FDI, and aftercare capability, coordinating joint activities, and contributing to shared outcomes including business retention and expansion.

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

Demonstrated experience at converting in a commercial development role (at least 4 years)

Networking and influencing experience with business and government partners

Demonstrated experience of developing key partnerships and collaborating to deliver results

Strong operational experience when it comes to understanding the business environment and what is required to convert high value strategic business partners

Engaging communicator able to articulate clearly, present confidently and develop effective enduring relationships

Strong influencing and negotiation skills

Proven experience in driving commercial outcomes and delivering across business plans

Proven self-starter and development of networks across all levels of stakeholder groups

Strong written and verbal communications

Excellent self-leadership and strong relationship skills

Strong domestic business networks both within and outside of Canterbury, international networks desirable

Proactive and solution orientated

| 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