



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

POSITION DESCRIPTION

Be part of our mission:

To improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

To find out more about our kaupapa, and what we stand for, visit redcross.org.nz.

Job Title: **Commercial Performance Analyst**
Group: **Engagement and Enterprise**
Location: **Wellington**
Reports to: **General Manager Engagement & Enterprise**
Position status: **Permanent Full-time**
Version date: **July 2025**

OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

WHAT WE STAND FOR

The Red Cross and Red Crescent Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in response to an international disaster.

ABOUT THE GROUP

Engagement and Enterprise

The Engagement and Enterprise Group comprises of four core functions (directorates).

- The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness.
- The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities.
- The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products.
- The Retail directorate is responsible for the creation of revenue through the sale of donated products through 45 Red Cross shops across the country.

POSITION PURPOSE

Reporting directly to the General Manager Engagement & Enterprise, the Commercial Performance Analyst will be responsible for overseeing a number of core performance reporting functions of the Group. This includes the collation and coordination of the Group and directorate business plans, the reporting and monitoring of directorate operational and project performance, leading sector knowledge management and associated analysis, and championing continuous improvement initiatives across the Group.

KEY RESPONSIBILITIES

Coordination and Facilitation

- Coordinate the business planning function across the Group, ensuring collective consistency and alignment.
- Coordinate Group and Directorate performance reporting.
- Coordinate Group Business Continuity Plans.
- Oversee project management function and associated reporting, ensuring alignment with organisational policy and practice.
- Champion continuous improvement across the Group, ensuring that opportunities are collated and actions are taken to realise benefits.

Group Reporting and Monitoring

- Development and ongoing delivery of effective Directorate and Group reporting, ensuring that key performance indicators are identified, monitored, and regularly reviewed.
- Analysis of Group performance and identification of performance gaps and opportunities.
- Development and ongoing delivery of directorate and Group project reporting and risk analysis.

Group Business Planning & budgeting

- Undertake strategic analysis and prepare financial models to support strategic planning activities.

- Supporting Directorates in their development of multi-year business plans
- Creation and maintenance of a Group business plan that is inclusive of directorate business plans, identifies, and monitors key milestones and deliverables throughout the performance year.

Commercial and sector Analysis

- Support/coordinate/undertake analysis activities that produce insight into market changes and innovation. This activity includes functions such as competitor analysis, economic forecast analysis, sales, and marketing analysis.
- Work closely with Directors to identify data-backed performance improvement opportunities and the development of associated business cases.

Project Coordination and Support

- Champion effective project management disciplines across the Group ensuring consistent and strong practices.
- Coordination of Group projects register and associated performance reporting.

Other

- Support the development of papers and reports to the Executive Leadership Team and National Board.
- Support the review and development of Engagement & Enterprise policy, procedures and guidelines.
- Participate in Group leadership team activities/meetings.
- Undertake other duties as required to promote the effective and efficient running of the Engagement & Enterprise Group.
- Any other duties required by their manager.

HEALTH SAFETY AND WELLBEING

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes, and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.
- Follow NZRC HSW policies, standards, and procedures.
- Do not undertake any activities for which you are not adequately trained.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

RELATIONSHIPS

Internal

Engagement & Enterprise Leadership Team
Engagement & Enterprise wider team
Organisational Services representatives
Office of the Secretary General
EMI representatives

External

Third party service providers
Sector research agencies

People reporting to this role

Direct

Nil

Indirect

Coordinating and facilitating function across the Engagement & Enterprise Group.

PERSON SPECIFICATION

Qualifications and Experience

- A tertiary qualification in a related field i.e. business and/or finance
- Work experience in a role that focused on commercial analysis and financial forecasting
- Experience in a complex and dynamic operating environment
- Proven experience in collating and interpreting data to take actional steps to improve performance or meet goals
- Experience producing business cases and decision papers for executive consideration
- Comfortable using a range of technology tools for collating, analysing and presenting information
- Proven experience and knowledge in project management – particularly planning, monitoring and evaluation

Skills and Attributes

- Demonstrated ability to operate and contribute at a strategic level.
- Strong skills and experience using a range of technology tools such as Microsoft Excel and Power BI
- Strong business and commercial acumen providing advice and support to strategic and tactical decision making.
- Strong analytical and problem-solving abilities resulting in the identification of opportunities and presentation of effective solution options.
- Excellent communication and relationship-building skills.
- Strong written and verbal presentation skills to communicate and present ideas and solutions in a compelling way to the target audience.
- Ability to work independently and proactively when required.
- Proven ability to build and maintain strong positive relationships with people from diverse backgrounds.
- Empathy with humanitarian causes.
- Enthusiasm and commitment to working as a team member of New Zealand Red Cross
- A personal alignment with and commitment to the Fundamental Principles of the Red Cross Red Crescent Movement.

TRAVEL

- Ability to occasionally travel, including overnight.

DELEGATIONS

- Financial: Tier 4

NOTE

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.