



## 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](https://redcross.org.nz)

**Job Title:** **Manager Business Development**

**Group:** **Engagement and Enterprise**

**Location:** **Auckland**

**Reports to:** **Director First Aid**

**Position status:** **Full-time**

**Version date:** December 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 Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

## ABOUT THE GROUP

### Engagement and Enterprise

The Engagement and Enterprise Group has four core functions. 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 about 50 Red Cross shops across the country.

## POSITION PURPOSE

Reporting to the Director First Aid, the Manager Business Development leads the sales function for First Aid activity including training and products. Lead a team of sales consultants to achieve and grow the sales and financial budget targets for First Aid. This is achieved by both effectively managing existing business accounts and creating and following up on new business leads.

The role also has responsibility for the product sales support team.

## KEY RESPONSIBILITIES

### Staff Performance and Management

- Establish and agree on performance targets and outputs with direct reports.
- Provide clear and supportive leadership to staff to enable them to contribute to the direction of New Zealand Red Cross to their full potential.
- Provide support and direction for staff to enable them to achieve agreed goals, providing training and development initiatives which are relevant to improving performance and efficiency.
- Maintain effective systems to monitor, evaluate and report on the performance of team members.
- Coordinate communication within the sales and products team to ensure consistent processes and customer service.
- Work with the Leadership Team
- Act as part of the First Aid Management Team to create an inclusive and open organizational culture
- Contribute to the development and implementation of the strategic business plan that will help grow First Aid training and products business and produce greater financial returns, and grow market share.
- Lead the planning and execution of business development projects, as specified in the strategic business plan
- Manage and be accountable for the First Aid Sales and Account Consultant Budget

## Strategic Partnerships

- Develop and maintain external relationships, including new client relationships, to profitably grow the First Aid training and products business.
- Monitor competitor activity to ensure New Zealand Red Cross maintains and grows market share.
- Ensure all relationship management details are kept up to date in the CRM, including customer engagement, comments and queries. Take responsibility for ensuring that the appropriate person provides a suitable timely response to questions when required.
- Execute as appropriate any projects, contracts or agreements with groups, personnel or strategic alliance partners to optimise relationships with these accounts.
- Follow up promptly on requests and complaints and attempt to exceed client expectations or to escalate as required to ensure that an adequate response is provided and complaints are resolved.
- Liaise with Manager Training, and the Products team as required on activities such as order taking and quotations to ensure correct information is provided as soon as practically possible.
- Monitor key client sales progression and implement agreed strategies to grow these accounts further.
- Maintain positive working relationships with all NZ Red Cross stakeholders, clients and staff.

## HEALTH SAFETY AND WELLBEING

- Contribute to a proactive health, safety and wellbeing culture through actions and awareness in own role and towards others.
- Ensure that hazards, incidents and near misses are reported, and that follow up actions are completed to make the work area or work tasks safe.
- Actively promote safe and healthy work environment by ensuring employees and volunteers within your care follow HSW policies, standards, and procedures.
- Participate in health and safety initiatives throughout the business including onboarding of new employees.
- Encourage worker participation in health and safety matters, including responding to concerns and ideas for improvement.

## RELATIONSHIPS

### Internal

First Aid Leadership Team  
First Aid Training Teams  
First Aid Education and Quality Team  
Marketing and Communications Team  
All First Aid staff

### External

First Aid customers, including products distributors (resellers).  
Corporate and Government organisations  
Trade show exhibition organisations

## PEOPLE

### Direct

5

### Indirect

3

### Volunteers

## PERSON SPECIFICATION

### Knowledge

- An understanding of sales cycle management, and customer relationship management, and implementation of key customer relationship management systems

### Qualifications and/or experience

- A tertiary qualification in a relevant discipline, or the equivalent experience in a business setting.
- Experience developing and implementing business plans that will generate commercial growth
- Account Management, sales, and marketing experience
- Experience in the education and/or medical devices sector may be an advantage

### Skills and other attributes

- Proven leadership skills with an inclusive, open and transparent leadership style
- Ability to develop and maintain strong stakeholder relationships
- Financial Acumen, with the ability to develop and maintain budgets
- Strong written and verbal communication skills
- Ability to think strategically and respond to market opportunities.
- Big picture thinker with good decision-making skills.
- Strong emotional intelligence and able to work with a wide diversity of stakeholders.
- Ability to work independently and with a geographically dispersed team.
- Highly skilled in building and managing effective relationships and networks, both internally and externally to the organisation.
- Empathy with humanitarian causes
- Enthusiastic and committed to working as a team member of Red Cross. A commitment to the fundamental Principles of the International Red Cross Movement is imperative.
- Enthusiasm for, and the commitment to, the work of New Zealand Red Cross.

## TRAVEL

The appointee may be required to undertake travel for this role.

## DRIVER LICENCE

A current full car driver licence is required for this role.

## **DELEGATIONS**

Financial: Tier 4

Employment: 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.