

<b>POSITION TITLE:</b>	Senior Land Management Advisor		
<b>GROUP:</b>	Integrated Catchment Management	<b>SECTION:</b>	Land Management
<b>REPORTS TO:</b>	Team Leader Land Management		
<b>RESPONSIBLE FOR:</b>	n/a		
<b>FAMILY:</b>	TS4	<b>GRADE:</b>	16
<b>DATE REVIEWED:</b>	April 2026		

#### HBRC STRATEGY

##### Our Vision:

A resilient land management model prioritising soil conservation and erosion control, while improving water quality and biodiversity.

##### Our Purpose:

To lead and promote sustainable land management practices that enhance soil conservation, reduce erosion, improve water quality, and support biodiversity across priority catchments.

##### Our Values:

- **Manaakitanga:** Living behaviours of care and respect
- **Kotahitanga:** Living behaviours of collective drive and unity
- **Ngākau Pono:** Living behaviours of commitment, integrity, and accountability
- **Whanaungatanga:** Living behaviours of relationships and connection
- **Māramatanga:** Living behaviours of clarity and understanding

##### Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

#### POSITION SUMMARY

The Senior Land Management Advisor provides specialist technical support and is responsible for engaging with landowners, catchment groups, and community stakeholders to implement effective soil conservation strategies. This role focuses on identifying and addressing erosion-prone areas, driving adoption of best-practice land management techniques, and supporting initiatives such as pole sales and on-farm planting. By fostering collaborative relationships and empowering landowners to make informed decisions, the Senior Land Management Advisor plays a key role in building resilient landscapes and improving environmental outcomes.

## GROUP AND TEAM GOALS:

The **Integrated Catchment Management (ICM) Group** is a Group in the Regional Council. It includes functional delivery of programmes in environmental science, environmental information, catchment management, biodiversity/biosecurity management and rural partnerships.

Integrated Catchment Management is a process that recognises that everything that happens within a catchment is linked. The aim is to integrate the Regional Council's activities and those of others working within the catchment to achieve overall outcomes. This group acts as HBRC's primary vehicle for the delivery of beyond-regulatory activities within our regional catchments.

The **Land Management** section provides the following role and functions as part of the ICM Group:

- They oversee and coordinate Councils' catchment management functions and on-farm delivery of Next Gen Land Management
- They provide a link between Council and its services and catchment communities/groups/collectives and Community Hubs
- They are Councils' primary vehicle for the delivery of beyond-regulatory activities within catchments, in particular for the education and implementation of national and regional policies beyond regulation
- They provide leadership, guidance and advice to Council on land management-related activities.
- Deliver Biodiversity and Biosecurity programs of work

## JOB SPECIFIC ACCOUNTABILITES

### Technical Leadership

- Provide expert advice and practical solutions for soil conservation and erosion control, including identifying erosion processes and recommending mitigation options.
- Promote climate-smart, sustainable land use practices that reduce sediment, nutrient, and bacterial runoff into waterways.
- Support biodiversity outcomes through integration with catchment and land management initiatives.
- Provide expert advice, technical recommendations for farm-scale erosion control plans prepared by Land Management Advisors

### Catchment Land Management Programme Delivery

- Lead planning, implementation, and completion of complex, multi-stage catchment projects.
- Partner with landowners and community groups to deliver cost-effective solutions for environmental challenges.
- Work with HBRC's willow and poplar nursery to scale up pole sales and supply bulk orders for soil conservation.
- Provide support to Land Management Advisors to navigate difficult conversations and sensitive landowner interactions.

### Stakeholder Engagement

- Act as HBRC's primary contact for landowners, catchment groups, and community collectives.
- Build strong relationships with tangata whenua, primary sector agencies, and other stakeholders to support policy implementation beyond regulation.
- Facilitate community-led solutions and support the development of resilient, solution-focused catchment groups.
- Support the Team Lead Land Management in providing oversight and guidance to Land Management Advisors on landowner engagement strategies.

### Collaboration and Advisory

- Provide technical expertise and mentorship to HBRC teams and catchment partners.
- Contribute to local, regional, and national advisory groups to promote industry best practice.
- Assist science and policy teams with monitoring, evaluation, and reporting to measure programme effectiveness.

### Governance and Accountability

- Exercise sound judgement in administering public-funded grant schemes.
- Maintain accurate project records and comply with data management and reporting standards.
- Model professional standards and mentor less experienced staff to build capability within the team.

### Monitoring & Continuous Improvement

- Ensure the use of the Mappi app to record all on farm planting and evaluation
- Prepare technical reports, maintain accurate project records and data, and support monitoring and evaluation.
- All other duties as requested by the position manager, as reasonable to the position.

## FUNCTIONAL RELATIONSHIPS

### Internal

- Integrated Catchment Management Group
- Policy & Regulation Group
- H&S team, Legal, Corporate Services and Finance
- Asset Management/River Management
- Group Managers
- Executive Team
- Elected members
- Team members

### External

- Farmers & Land owners
- Iwi, mana whenua, community & catchment groups
- Members of our community
- Consultants and contractors
- Government agencies and departments
- Local authorities

## COMMUNITY RELATIONSHIPS

Building strong, trust-based relationships with our community is essential to achieving HBRC's strategic goals. We work in partnership with landowners, catchment groups, and Tāngata Whenua to deliver sustainable land management outcomes. This requires a professional, customer-focused approach that ensures:

- **Professionalism** – A positive, respectful attitude in all interactions.
- **Accuracy & Timeliness** – Information provided is clear, correct, and delivered promptly.
- **Fair Outcomes** – Solutions are transparent, equitable, and understood by all parties.
- **Responsiveness** – Customer requests and inquiries are addressed promptly and effectively.

## CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.

- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

## HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.

## EMERGENCY MANAGEMENT

When an emergency event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities, after providing required support for your family and dependants. This means:

- Undertaking an allocated role for emergency management requirements, and responding to emergency management requests as needed.
- Participating in and completing onboarding and training courses, exercises and associated activities required for the readiness and preparedness of emergency events.
- Attending meetings and development forums or exercises as required to maintain competency. Responding to such requests by assuming an allocated emergency management role, as are required by events.
- Being aware of the Business Continuity Plan (BCP) and its contents and the implications for your role.
- Understanding and accepting that Civil Defence Emergency Management and BCP events may require working hours that differ from those outlined in your employment agreement.
- If your role is an Incident Management Team Function Lead, you are required to review the relevance of the BCP for your team, section or group on a regular basis.

## PERSON SPECIFICATION

### Minimum Qualifications and Experience required

- Relevant Bachelor's degree or equivalent tertiary qualification in Geography, Agriculture, Environmental Management, Science or Agricultural Science
- A minimum of five years' post qualification experience in sustainable land management or in the provision of primary sector related technical advice.
- Demonstrated advanced understanding of soil properties and management, in particular the processes, mitigation and treatment of soil erosion.
- Proven ability to apply a strong customer orientation, evidenced through consistent delivery of positive customer outcomes
- Proven ability to meet delivery targets and customer service outcomes
- Proven ability to navigate difficult conversations, resolve conflict, and navigate sensitive landowner interactions.
- Proven ability to provide input into targeted selection and prioritisation decisions.
- Advanced Farm planning and/or Nutrient Management Certification is desirable.

- Valid driver's licence required.

### Knowledge

The following indicates what would typically be expected for this role at a competent level:

- Well-developed written and oral communication skills, with the ability to interpret and convey complex data/information
- Familiar with the sources and pathways of sediment, nutrient and bacterial contamination from farming systems
- A sound understanding of a range of different farming systems and rural issues.
- A good understanding of economic and financial issues affecting the primary sector.
- Ability to adopt customer service principles, understand and apply sales targets to delivery, and can influence change within the rural community and agri-industry sectors.
- Strong project management skills including budget management and reporting
- Proficiency in MS Word, Excel, Visio, Project, PowerPoint and other database and information management systems
- Strong analytical and problem-solving skills.
- Experience with collaborative work practices that build strong working relationships.

### Personal Attributes

- Sound judgement, initiative and accountability.
- Strong mentoring qualities
- Ability to foster and participate in a collaborative, cohesive team environment.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally.
- Ability to effectively gather multiple sources of information and apply technical and analytical skills to make effective decisions.
- Ability to effectively plan, organise and co-ordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.
- Ability to clarify objectives, identify key issues, consider all perspectives and evaluate.
- Ability to cope with a variety of work and on occasion difficult situations.
- A high level of courtesy and listening skills.

### Awareness

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

### CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

### ACKNOWLEDGEMENT

*I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name