JOB DESCRIPTION

JOB TITLE

Data Insights and Reporting Analyst

THE ORGANISATION

Te Puna Umanga / Venture Taranaki Trust is the regional development and promotion agency for Taranaki, encompassing a wide range of activities, spanning local and regional economic development and strategy, enterprise innovation and growth, regional promotion and marketing, sector development, and major event attraction. Venture Taranaki is a Council Controlled Organisation of the New Plymouth District Council, and is governed by an independent Board of Trustees. At Te Puna Umanga Venture Taranaki we are committed to fulfilling our obligations under Te Tiriti o Waitangi.

The long-term impact that we are working towards is a Taranaki economy that supports the well-being of our people and environment, underpinned by resilient enterprises, economies and communities. We do this by:

- Promoting Taranaki as a great place to learn, live, work, play, visit and create
- Providing enterprise support and enablement
- Undertaking research and thought leadership
- Promoting investment in Taranaki.

Our work is also guided by **Make Way for Taranaki Tapuae Roa**, Taranaki's regional economic development strategy.

WORKING WITH US

Venture Taranaki is a small, high-performing team widely acknowledged as making a significant difference to the Taranaki region through what we do and how we do it. We lead, enable, and support ongoing innovation and improvement and have a strong focus on workplace cultures and, behaviours that are consistent with Venture Taranaki's commitment to being a tangata Tiriti organisation, guided by the following Te Tiriti practises:

1. Kāwanatanga: Honourable governance
   - Our processes, actions, and decision-making are informed and shaped by both tangata whenua and tangata Tiriti perspectives
   - We work in partnership with Māori organisations and enterprises

2. Tino Rangatiratanga – Māori self-determination/sovereignty
   - We support Māori led activities through sharing of resources and knowledge

3. Ōritetanga – Equity for Māori
   - Our decisions and activities ensure equitable outcomes for Māori

4. Wairuatanga – Upholding of belief systems
   - We value the presence of Māori worldviews (Te Ao Māori), cultural values, and holistic wellbeing (Wairuatanga) within our work.

PURPOSE

The Data Insights and Reporting Analyst will lead Venture Taranaki / Te Puna Umanga (VT)'s data analysis, insights generation, and reporting functions to support evidence-based decision-making across the organisation and with external stakeholders.

This role will oversee key data collection, manage reporting cycles, and provide regional intelligence to inform strategic initiatives, while ensuring alignment with the organisation's performance framework, legislative requirements, and shareholder obligations.

Through impactful data, the analyst will communicate the organisation's and region's narrative, conveying compelling insights into Taranaki's economic landscape and supporting accountability and reporting activities.

SPECIFIC DUTIES & RESPONSIBILITIES

DATA INSIGHTS, PROJECT SUPPORT & REPORTING

- Lead data analysis and reporting initiatives, with a focus on using data to convey meaningful insights through Taranaki Trends, RI (Regional Intelligence) website, and other reporting tools.
- Manage the timely flow of reporting to district councils, central government departments, and other external stakeholders, while developing quarterly reports, including DEI *(Direct Economic Impact) metrics, to communicate VT's impact and regional trends.
- Ensure reporting templates, tools, and systems are optimised to align with VT's performance framework and strategic goals, emphasising data-driven narratives that reflect the region's strategic goals and outcomes.
- Provide research, analysis, and insights to support key projects within the teams and across the organisation.
- Generate custom reports and dashboards that summarise key regional and district data, creating visualisations and insights for Venture Taranaki and external stakeholders.
- Drive continuous improvement in data and reporting processes to enhance the accessibility and clarity of VT's regional intelligence and insight-driven communications.

REGIONAL INTELLIGENCE & COMMUNICATION

- Collect, analyse, and interpret data on the regional and national economy, turning insights into compelling stories relevant to regional strategies and community interests.
- Coordinate data procurement and survey efforts, producing reports that serve both internal and external stakeholders, ensuring insights are accessible and narratively engaging.
- Provide internal and external stakeholders with timely data/statistics support, including managing data requests and tailoring outputs to support effective storytelling, projects and strategic communication.
- Work across the VT teams to support regional strategy developments and key projects, providing information and data to assist with delivery and successful achievement of outcomes.
- Support VT marketing and communications to create and promote narratives that highlight the region's strengths, challenges, and opportunities through data and insights.
- Support the CRM system and database management for VT.

GENERAL DUTIES & RESPONSIBILITIES

- Support and help develop a positive workplace culture.
- Demonstrates an understanding of, and commitment to VT's Te Tiriti partnerships strategy and Māori cultural competency framework.
- Represents the values and aspirations of VT, as a tangata Tiriti organisation.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given. Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

Qualifications:
- A relevant tertiary qualification in data analytics, business intelligence, economics, communications, statistics, or a related field.
- Proficiency in data analysis and visualisation tools (e.g., Excel, Power BI, Tableau) and data management software.
- Experience with reporting systems and databases, and familiarity with tools for managing business intelligence.

Experience:
- Experience in data analysis, reporting, communications or business intelligence roles.
- Proven experience in managing large datasets, developing and distributing reports, and providing actionable insights to stakeholders.
- Demonstrated ability to translate complex data into clear, accessible, and compelling narratives.
- Familiarity with regional economic trends and an understanding of New Zealand's economic landscape, particularly in the context of regional development.

Personal Attributes:
- Strong analytical thinking and attention to detail, with the ability to identify key trends, patterns, and insights from complex data.
- Ability to work collaboratively across teams, particularly with communications, marketing, and project teams, to integrate data insights into strategic initiatives.
- Excellent communication skills, both written and verbal, with the ability to present data-driven insights in an engaging and understandable way for diverse audiences.
- Proactive and solution-focused, with a strong ability to drive continuous improvement in data and reporting processes.
- Strong organisational skills, with the ability to manage multiple projects and meet deadlines in a fast-paced environment.
- A commitment to supporting the organisation's strategic objectives through data-driven decision-making and effective stakeholder engagement.

Desirable Attributes:
- A keen interest in regional development, with a passion for using data to support community and economic growth.
- A high degree of initiative, with the ability to work independently and take ownership of tasks.
- Adaptability and a willingness to embrace change and continuous learning in a dynamic environment.