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## POSITION DESCRIPTION: Growth Specialist

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<b>Position:</b>	<b>Growth Specialist</b>
<b>Position status and location:</b>	This position is based in a PSA office (to be confirmed)
<b>Reporting to (day to day oversight):</b>	National Support Leader (NSL)
<b>Reporting to (management):</b>	Assistant Secretary – Operations & Systems
<b>Staff reports:</b>	None
<b>Cost centre sign off:</b>	None
<b>Date:</b>	<b>July 2022</b>

### Purpose of this position

The role of the Growth Specialist is to support the development and implementation of recruitment strategies and provide phone based and site recruitment which supports the wider PSA organising activity. This position is part of the Growth team who actively recruit new members, and are able to use their knowledge to develop, update and assist organisers and delegates with enterprise recruitment plans.

The primary focus is the provision of phone, site, and on-line recruitment. The role also actively involves worksite membership recruitment efforts, in co-ordination with organisers and delegates as well as supporting the enhanced recruiting ability of delegates.

It is expected that this direct recruitment effort will occupy the majority of this role’s work.

### Working relationships

Internal	Internal democratic structure	External
Assistant Secretary - Operations & Systems National Support Leader National Sector Leaders Lead organisers Member Advice and Support	PSA members and delegates	Potential members Members General public Other unions Delegates Employers

Centre Organisers Communications Project groups Organising administrators Membership team		
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## Location

The roles can be located in a range of PSA offices.

Key Accountabilities	Activities
<b>Phone based and on-line recruitment</b>	<ul style="list-style-type: none"> <li>• Recruit new members to the PSA, via phone based and on-line recruitment activity (including contact with members to activate them in recruitment activity)</li> <li>• Contact and seek to recruit “new start” workers, as defined by prospective members lists, active choice forms and worksite leads; and join them as quickly as possible</li> <li>• Contribute to the development and smooth operation of the “new start” recruitment process, suggesting improvements</li> <li>• Target sectors, enterprises, or groups of workers, as identified, or as directed by Lead Organisers and NSLs</li> <li>• Ensure that recruitment is correctly completed, ensuring the completion of application and authority to deduct forms and texts as required by PSA processes.</li> </ul>
<b>Co-ordination with other teams</b>	<ul style="list-style-type: none"> <li>• Work collegially and co-operatively with other teams within the wider PSA</li> <li>• Liaise with relevant organisers and delegates before entering a workplace</li> <li>• Keep relevant organisers informed of experiences in the workplace e.g. recruitment outcomes, access issues, member queries</li> <li>• Consult and advise with Lead Organisers on the recruitment strategy and planning.</li> </ul>
<b>Recruitment – on site</b>	<ul style="list-style-type: none"> <li>• Carry out recruitment efforts in the workplace, through entering worksites or attending offsite meetings (such as with community-based workers) to actively recruit non-members – either directly, or through assisting delegates and members</li> <li>• Develop and distribute recruitment resources to delegates and members</li> <li>• Attend members’ meetings where appropriate to assist with membership growth activities and to gather information which would aid our recruitment efforts</li> <li>• Encourage members to have conversations with their colleagues regarding the advantages of union membership</li> <li>• Attend inductions and other forums where non-members may be recruited, as requested by Lead Organisers or NSLs</li> <li>• Work with delegates wherever possible to build their capability to recruit and retain members including through presentations and one-on-one conversations</li> <li>• When opportunities present themselves, provide support to delegates so they can more effectively utilise their ‘new starts’ lists for an enhanced recruitment result.</li> </ul>
<b>Participate constructively in the growth team</b>	<ul style="list-style-type: none"> <li>• Attend growth team meetings including team training sessions</li> <li>• Actively participate in all team activities</li> <li>• Respect each other’s view on matters</li> <li>• Keep team members informed</li> <li>• Decision-making by consensus</li> <li>• Joint problem solving</li> <li>• Maintain a balance between the autonomy of individual responsibility and team responsibility</li> <li>• Contribute to the buddying of less-experienced staff</li> <li>• Contribute to recruitment systems improvement, through supporting improvements projects from time to time</li> </ul>

	<ul style="list-style-type: none"> <li>• Comply with PSA policies and PSA’s approach to self-managing teams.</li> </ul>
<b>Model successful recruitment strategies</b>	<ul style="list-style-type: none"> <li>• Model successful recruitment strategies to staff, delegates and member activists</li> <li>• Demonstrate to delegates and member activists in worksites how to recruit, primarily during site and community visits, and from time to time, through supporting recruitment education delivery</li> <li>• Build the delegate recruitment skill base, supporting them to increase their recruitment activity and success.</li> </ul>
<b>Providing recruitment support to organisers</b>	<ul style="list-style-type: none"> <li>• Providing recruitment support to organising teams. This may include induction meetings, on-site recruitment, or other direct and indirect recruitment initiatives</li> <li>• Advise organising teams on effective recruitment strategies using phone-based, site based and on-line communication</li> <li>• Support enterprise recruitment plans through providing advice</li> <li>• Updating information</li> <li>• Help to identify opportunities for recruitment and advise organisers and delegates of these.</li> </ul>
<b>Support for development of recruitment strategies and planning</b>	<ul style="list-style-type: none"> <li>• Assisting organisers and delegates in mapping, where necessary and appropriate</li> <li>• Have knowledge of relevant collective agreements where this pertains to the recruitment tactic</li> <li>• Understand relevant workplace history, culture, and industrial issues</li> <li>• Liaise with organisers on possible organising activity in order to support recruitment</li> <li>• Work within a recruitment strategy that advances the aims of the PSA</li> <li>• Work with Lead organisers, organisers, and delegates, as required, on building strategic recruitment plans and recruitment resources for targeted enterprise.</li> </ul>
<b>Providing support to delegates and member activists</b>	<ul style="list-style-type: none"> <li>• Providing PSA information and resources</li> <li>• Providing membership information</li> <li>• Providing recruitment resources</li> <li>• Support the education team’s delegate training on recruitment, as required e.g. following up with recently trained delegates when requested, and discussing the implementation of their learning.</li> </ul>

## Person Specification

### Skills/attributes

- Friendly, professional approach to recruitment
- Excellent interpersonal skills
- Ability to assimilate information quickly in relation to benefits and promotional points for each site
- A proven ability to convey a compelling message, thereby building union values
- Able to build productive and positive internal and external relationships
- Strategic thinker and planner

- Recognise the importance of the union as an independent political and industrial organisation of workers and its strength as a collective (politically astute unionist)
- Passionate about unions and helping members create a better working life
- Able to handle conflict and objections calmly and effectively
- Positive and proactive outlook
- Ability to be expressive and empathise
- Able to build rapport quickly and relate to the experiences of others
- Able to ascertain a person's needs and wants and use that information to fit the membership to the prospect
- Convey written and oral information using language and styles appropriate to the various needs of people and to ensure the target audience has been able to understand the message. This includes listening, tact, and diplomacy in challenging situations (constructive communicator)
- The ability to communicate across culturally diverse workers is desirable
- Self-motivated person
- Leadership and mentoring qualities are desirable
- Integrity and discretion
- See the bigger picture, understand how a response to a member can have a wider impact
- See opportunities for recruitment, and keeps the relevant organiser informed
- Plan, set priorities and have the confidence to exercise flexibility in a manner that meets deadlines while keeping other stakeholders informed of changed workloads
- Active team member, using problem solving techniques to reach consensus
- Contribute to the success of their team and PSA as a whole. Build cooperative working relationships with other staff. Get things done and achieve results in the team and the organisation (cooperative team member)
- Search and find information
- Work in a way that is reflective of PSA goals and values.

### **Knowledge**

- Technical knowledge of Microsoft Office products and Unison e.g. Word, Outlook, Excel
- Union movement in New Zealand
- NZ political, economic and social environment
- The PSA's areas of coverage, e.g. sectors and networks
- PSA's campaigns, e.g. equal pay
- Knowledge of persuasive communication techniques, including active listening and reflecting.

## Working at the PSA

### **Treaty of Waitangi**

The PSA affirms the te Tiriti o Waitangi/the Treaty of Waitangi as the founding document of Aotearoa / New Zealand and is committed to the Treaty principles of partnership, protection and participation in activities pursuant to the purpose and objects of the union as they relate to the working lives of members.

### **PSA Employment Principles**

The management of the PSA is committed to being a good employer and providing a quality working environment; a process of constructive engagement with staff through their unions; and operating fair, transparent and consistent employment processes and good faith principles.

### **Our organisational values**

The PSA takes a strategic approach to unionism and our organisation values are:

- collectivity and solidarity
- trust and integrity
- accountability.

### **Leadership and Management style in the PSA**

The PSA aims to achieve an optimal balance between an empowering leadership style and ensuring sufficient accountability for achieving the strategic outcomes of the union.

By empowering leadership style, we mean encouraging people and teams to take individual and collective responsibility for making appropriate decisions within their sphere of influence and to manage their work effectively. The PSA has staff working in teams with a dual emphasis on self-management and teamwork. Within the context of the PSA's team-based approach to work, an empowering style means developing the ability of teams to co-ordinate and control their work and to work effectively with others to achieve the union's strategic goals.

National and Assistant Secretaries hold management accountabilities which enable them to make appropriate decisions whilst being mindful of the PSA employment principles.

### **Professional Development**

PSA staff members have the responsibility to consider their own personal and professional development. Staff are expected to provide collegial support to co-workers and contribute to the mentoring of less experienced staff. Staff will also participate in individual and collective professional development.

### **Health and safety**

All staff shall take all practicable steps to ensure their safety at work and that no action or inaction of the staff causes harm to any other person.