



Position Description

Auckland General Manager

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Commercial in Confidence

catalyst 
Freedom to innovate

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1 Auckland General Manager

Department: Auckland Delivery

Reports to: Chief Operating Officer

Location: Auckland

Direct reports: Auckland Delivery Team

1.1 About the role

This role is a general management position with a key focus on growing business for Catalyst. General Managers at Catalyst are responsible for enabling their teams to work effectively and implementing processes to support Catalyst business goals. This is an operations and delivery leadership role, responsible for the Auckland delivery team, budgets, HR/facilities management, and ensuring client work is delivered on time and within scope, alongside commercial growth, market and industry engagement. This role works in close collaboration with the Growth & Commercial team to expand our reach, and elevate the profile of Catalyst in the Auckland market.

1.2 Auckland General Manager

Accountable for	Successful when
• In collaboration with the Growth & Commercial team • Developing new business relationships in the Auckland market. • Liaise with the Strategic Growth Manager to identify and pursue new market opportunities. • Build and nurture long term relationships with key clients and strategic accounts. • Develop and implement client engagement strategies to maximise account value. • Act as the primary escalation point for client issues and negotiations.	• New opportunities are added to a robust sales pipeline with high-potential leads and prospects. • Conversion of opportunities to revenue generating sales activities. • Growth is achieved in the current base with a good rate of retention. • High Net promoter score for Auckland based customers. • Client work is delivered on time, to budget and the client is satisfied. • All team members understand what is required of them to meet objectives and responsibilities. • Achievement of agreed budgets within

Accountable for	Successful when
• Contributing to Catalyst's positioning as the trusted voice for responsible AI adoption, sovereign technology, and digital independence in Aotearoa • Work closely with delivery teams, account management and marketing to ensure integrated business approaches. Ensure regular and good communication with relevant SLT members (COO for delivery and operations and GM Growth and Commercial BD and account management activity). • Representing Catalyst's values in every client and internal interaction • Representing Catalyst at industry and market events • Plan the aims, objectives and priorities of the team within Catalyst and communicating this to their team at appropriate intervals. • Use the resources within their control (i.e. staff, budget, assets) to achieve agreed strategic plan and ensure that the team budget is managed appropriately. • Complying with policy and legislation, including employment and health and safety legislation. • Provide structure, direction and purpose to their teams in line with Catalyst values. • Assist employees with their development by initiating and leading	areas of responsibility. • Team members understand their aims, objectives and priorities. • Team members understand the goals of the team as a whole. • All Catalyst policy and legislation is complied with. • Team members get regular opportunities to meet and discuss progress, goals and feedback and are satisfied with the frequency and quality of meetings. • Hiring processes follow guidelines. • Team members understand the structure, direction and purpose of the team and Catalyst values. • Catalyst is recognised, and our profile is elevated in the Auckland market. • Remuneration recommendations are fair, equitable and timely.

Accountable for	Successful when
growth conversations. • Resolve conflict and deal with disputes (in accordance with policy and legislation). • Oversee the facilities in the Auckland office.	

1.3 Key Competencies

- **Communicates effectively:** Communicates clearly across audiences and stakeholders — managers, clients, team members and corporate service areas — relating openly and comfortably with diverse groups of people.
- **Directs and empowers:** Provides direction, delegates and removes obstacles to get work done, while knowing when to step back and let staff work and shielding them from unnecessary noise.
- **Builds high performing teams:** Builds a strong team culture, where diversity is celebrated and team members are encouraged to apply their unique skills and perspectives to achieve common goals, and work well with each other to reach a good outcome.
- **Adapts to change and ambiguity:** Operates effectively when things are uncertain, shifts strategies and accepts other viewpoints, and adapts approach in real time to match shifting demands — including recovering from setbacks and leading change when needed.
- **Makes sound decisions:** Makes good, timely decisions that keep the Company moving forward, and takes ownership of decisions and their outcomes, following through on any required action.
- **Plans, aligns and prioritises:** Plans and prioritises work to meet commitments aligned with Company goals, taking an organised approach based on the demands of the business and the team.
- **Ensures accountability:** Holds self and others accountable to meet commitments.
- **Develops people:** Invests in people to unleash their potential and meet both their career aspirations, and the Company's goals.

- **Leadership and influence:** Articulates a common vision and provides others with a sense of direction, gains buy-in for strategy and purpose, and brings the whole team on the journey.

1.4 Key Relationships

- Chief Operating Officer
- GM Growth & Commercial
- Auckland Delivery Team
- Growth & Commercial Team