

Angela McLeod

Profile

I am an organised, experienced professional business woman with a proven ability to build effective working relationships. As a motivated individual, I seek new opportunities and challenges in my career. I present comfortably in all settings and relate with confidence to people from all walks of life. New challenges excite me, and I relish any opportunity to celebrate diversity. I am an efficient time manager, approach my tasks with a flexible attitude, am extremely creative and have an eye for detail. As a team player, I possess a robust sense of humour and thrive in an environment that is dynamic and focused.

I have extensive experience in governance at both Local Government and NGO level. Based on a solid understanding of the difference between governance and management, I have sound knowledge of the political environment from working in, and with, both Local and Central Government over a number of years. I prefer a strategic approach and am a good problem solver and critical thinker. A team player and collaborative worker, I am known as a partnership and relationship builder who is goal focussed. Being a co-owner of an SME and a local body Councillor, I understand finances and balance sheets, and the importance of robust processes, systems and transparent transactions. For more than 15 years now, I have been active in promoting women into leadership roles and the advocacy involved in removing barriers to making this happen.

Education

- Post graduate Diploma in Development Studies, 1991, Massey University, Palmerston North
- Bachelor of Agriculture, 1989, Massey University, Palmerston North

Summary of Key Strengths

COMMUNICATION

- Developed comprehensive communications strategy for two members of parliament and international not-for-profit advocacy group
- Proven media management and publishing skills: from concept to completion; design, writing, editing and proofing skills
- Proven experience in translating policy in to speeches, submissions to select committees, press releases
- Demonstrated writing skills for a variety of audiences, including different cultures, through the preparation of business progress reports; board papers; advertising copy and; editorial for advertising features, resource sheets, workbooks and annual reports

- Demonstrated excellent oral skills as speaker, panel moderator and facilitator at local, national and international conferences, meetings, and workshops and in television, radio and print media interviews

POLICY & ADVICE

- Demonstrated robust research and policy formation across different topics and portfolios
- Effective communications advice provided to Members of Parliament and President of international women's civil society group; supported and mentored not-for-profit leaders on communications & governance
- Regular identification of policy opportunities within the portfolio areas of members of parliament, highlighted through industry stakeholder relationships, media commentary and extensive networks
- Consistent identification of issues affecting women in the workplace, investigates solutions, applies rationale and then presents as resolutions for debate
- Summarise policy in to correspondence, speeches, key messages, briefing papers and press releases for members of parliament and not-for-profit organisations

RELATIONSHIP/STAKEHOLDER MANAGEMENT

- Successful key account management and customer development strategies implemented to exceed targets
- Proven relationship development, building and maintenance ability, within and across cultures
- Demonstrated stakeholder management and influencing skills

PROJECT & EVENT MANAGEMENT

- Working member of national and international conference planning committees
- Successful management of multiple simultaneous projects within a daily deadline environment, delivering over target and on time
- Working member of conference planning committees and sports event management teams from logistics and agenda creation to promotion, sponsorship and funding

PEOPLE MANAGEMENT

- Proven performance management skills and successful recruitment and retention of staff
- Successful leader of civil society and volunteer teams including branches of organisations
- Led team of media consultants and writers to achieve target

GOVERNANCE & PARLIAMENTARY PROCESS

- Experienced chair of conferences and debates using standing orders and constitutions
- Advisor to MPs and NGO leaders on governance, parliamentary process and board management
- Successful management of local, national and international NGO groups

Work Experience

MINISTRY FOR WOMEN, WELLINGTON

DECEMBER 2019 – PRESENT

Ministerial appointee to National Advisory Council on the Employment of Women (NACEW)

- Work with the Council team to provide high quality advice to the Minister on employment issues for women and inform Government policy development in this area that align with Ministerial priorities
- Work with the Council team to provide advice that assists the Minister and Government in planning and delivering tangible results for New Zealand women and their employment outcomes
- Work with the Council team to identify emerging issues and provide views and knowledge about trends in employment

RURAL WOMEN NEW ZEALAND, WELLINGTON

JANUARY 2018 – PRESENT

Manager, Policy, Leadership and Development; Acting Chief Executive; Manager, Government, Public Sector & Academic Relationships

- Lead research protocols and analysis to develop robust policy, submissions and key messages in line with RWNZ priority areas and strategic goals
- Develop and oversee communication strategies, media management with portfolio convenors, and public policy development and its articulation
- Establish and support Members with programs to build capacity and capability including professional and personal leadership development
- Advise the RWNZ on governance, efficiencies and public policy matters, and implement any directives
- Build and maintain relationships with internal and external stakeholders resulting in increased profile of RWNZ

PARLIAMENTARY SERVICES, WELLINGTON

NOVEMBER 2014 – OCTOBER 2017

Policy, Research and Communications Advisor to Richard Prosser MP and Mahesh Bindra MP, New Zealand First Members of Parliament

- Develop robust policy from extensive research in the portfolios of each member
- Develop communication strategy for each member
- Write speeches, newsletters, media releases, briefings
- Provide advice on parliamentary process, oral and written questions, and policy
- Build relationships with portfolio stakeholders

COUNCILLOR, UPPER HUTT

OCTOBER 2013 – PRESENT

Elected representative to Upper Hutt City Council

- Chair of Wellington Regional Waste Forum (until October 2019)
- Deputy Chair of Upper Hutt City Council Policy Committee
- Member of the following committees: Wellington Region Waste Minimisation & Management (until Oct 19) Upper Hutt City Council – Chief Executive (until Oct 19) Policy; Risk & Assurance (until Oct 19) Finance & Performance; Legislation; Hearings and; District Licencing.

BPW INTERNATIONAL

OCTOBER 2012 – JUNE 2014

Executive & Communications Manager, Office of the President

- Provide support and advice to the President
- Correspondence, press releases, social networking site management, web site design and content management
- Research issues, policy and governance matters to provide advice to the President
- Provide advice on policy, communications and Board management to the President
- United Nations administration; resource design; liaison with stakeholders, partners and members

PARLIAMENTARY SERVICES, WELLINGTON

DECEMBER 2008 – OCTOBER 2012

Executive Assistant to Steffan Browning, Green Party Member of Parliament. Previously: Executive Assistant to Sue Kedgley, Green Party Member of Parliament

- Provide support to the Member of Parliament including diary and itinerary management
- Word processing, correspondence, social networking site management, web site management
- Research issues to provide advice to the member
- Provide advice on parliamentary process and oral and written questions
- Day-to-day office management including adherence to budgets and represent Member as required

MAIDSTONE YAMAHA, UPPER HUTT

1996 – PRESENT

As shareholder I am actively involved with:

- Retail sales, customer parts orders, workshop bookings, office and accounts administration
- Negotiation of job descriptions and employment agreements, preparation of accounts to trial balance and the development of business plans and budgets

YELLOW PAGES GROUP, LOWER HUTT

JULY 2005 – JULY 2008

Area Manager

- Positively manage staff performance - recruit, retain, coach, mentor and inspire staff
- Resolve customer disputes, credits and undertake credit control
- Formed strategies to meet team revenue targets - book and quarter
- Manage cost centre to aid in annual EBITDA results
- Live and breathe the company values of Pride, Passion and Potential

MANAWATU STANDARD LIMITED, PALMERSTON NORTH

2004 – 2005

Advertising Features Team leader

- Generate and develop new ideas for advertising features and special publications that produce increased advertising revenue from existing and new Manawatu Standard clients
- Drive the whole sales team (feature and area reps) to exceed revenue targets for features and special publications as well as keep to booking and copy deadlines

- Communicate directly and clearly with all key stakeholders - advertising managers and representatives, editors, writers and sub editors, production managers and staff, including updates on progress of sales, paging, editorial copy and revenue
- Control editorial workload and when necessary, allocate work to casual and freelance writers
- Designed layouts for advertising features and special publications as well as editing of all editorial
- Liaise with publishing companies to secure cost effective print jobs for special publications

CCN A DIVISION OF APN HOLDINGS, LOWER HUTT

2004

Business Development Manager

- Identify and develop new clients with the view to building them in to regular advertisers
- Develop existing clients and key accounts through regular call patterns, superior service and using other customer development strategies
- Working to and exceeding sales targets on a monthly basis, reporting weekly
- Coach, motivate and lead part of the Wellington sales team to achieve targets and meet deadlines
- Build the profitability of two publications using newspaper sales leadership skills and new ideas

CCN A DIVISION OF FAIRFAX, UPPER HUTT

1998 – 2004

2IC /Senior Advertising Consultant

- Identify and develop new clients with the view to building them in to regular advertisers
- Develop existing clients and key accounts through regular call patterns, superior service and using other customer development strategies
- Working to and exceeding sales targets on a monthly basis, reporting weekly
- Motivate and lead the Upper Hutt Leader team to achieve targets and meet deadlines
- Develop and create both regular and one-off promotions designed to increase revenue and capture new clients

TRADE AID SHOP, UPPER HUTT

1996 – 1998

Retail Store Manager

- Development and management of staff, budgets and promotion strategies
- Capturing a retail audience using window and internal product displays
- The purchasing of quality stock and implementing marketable pricing
- Negotiated with suppliers, supplier representatives and other retailers
- Instrumental in the relocation of premise from a side street to a high foot traffic (strip selling concept) area which resulted in a 125% increase in revenue and then 10% year on year

Not-for-profit

MOTORCYCLING NEW ZEALAND

MAY 2021-PRESENT

Women's Commission Member (invited)

- Facilitated and developed the Commission's Strategy which was ratified by the MNZ Board

- Prepare social media content and press releases
- Support the Commissioner in her role leading the Commission as and when needed

YWCA BOARD AOTEAROA/NEW ZEALAND

SEPTEMBER 2015 – SEPTEMBER 2017

Board Member

- Co-opted onto the Board to fill a vacancy
- Mentor young women members in advocacy, governance and communications
- Support the building of a new board with co-president model and cross-generational leadership

UN WOMEN NATIONAL COMMITTEE AOTEAROA/NEW ZEALAND

SEPTEMBER 2014 – 2015

President (Board Member from September 2011)

- Lead the organisation in it's role to empower women in the Pacific through UN Women projects
- Chair AGM, Board and Executive meetings and lead the organisation's strategy for success
- Member of New Zealand WEPs Working Group (Women's Empowerment Principles); Newsletter Editor

BPW INTERNATIONAL PUBLIC RELATIONS STANDING COMMITTEE

JUNE 2011 – JUNE 2014

Expert Panel Member

- Organisation of an experienced and competent team at Congress to ensure adequate media coverage and daily press releases and daily newsheets for delegates followed by implementation of resolutions on Public Relations approved as BPW International policy at Congress
- Promotion of BPW International publications including recommendations for new publications and advertising material and supply of same to editors on a regular basis
- Liaison with the Administrator, President and Membership Chair in the production of BPW International publicity/promotional materials following consultation with other committees, especially the Membership Committee, on the creation of such materials
- Produce Press Releases whenever events of note organised by Affiliates take place where BPW International is involved for distribution to an updated list of international press agencies, TV Channels and other communication networks
- Maintenance of contacts with Affiliates in each region so they send information about their future programmes for help in their promotion

UPPER HUTT RURAL RESIDENTS ASSOCIATION

AUGUST 2011 – OCTOBER 2013

Policy Chair

- Identify issues affecting rural sector of Upper Hutt and building policy from that
- Write submissions to territorial authorities and present oral submissions on same
- Develop Rural Strategy for local council to include in long term plan (in association with the Mayor)

PAY EQUITY CHALLENGE COALITION

SEPTEMBER 2009 – JANUARY 2018

Media Spokesperson and Former Co-Chair

- Chair strategy and planning meetings
- Effective team member in media strategy planning, media releases, and other written communication
- Effective spokesperson at TV, radio and newspaper interviews

UPPER HUTT CHAPTER - AFS STUDENT CULTURAL EXCHANGE

IN RECESS

President

- Rebuild the chapter committee to ensure the success of the programme
- Mentor current and new committee members in their roles
- Lead long term strategic planning and short term schedules
- Ensure chapter communication is open and transparent with members, host families and students

NEW ZEALAND FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN (BPWNZ)

Presently: Past President Former: Immediate Past President, President, Vice President, Legislation

- Mentor and support Executive members and clubs throughout New Zealand
- Chair Resolutions Committee and debates at Conference; prepare resolutions for International conferences on behalf of NZ; chaired conferences using standing orders; prepare briefing papers
- Raise the profile and increase the effectiveness of BPWNZ through press releases and interviews and at events through effective networking as well as liaising with corporations and other non-Government Organisations
- Researched, written and presented submissions to select committees and coordinated lobbying on important issues
- Provided written reports and presented orally on the progress of Issues activities to the bi-monthly Executive meeting and to the annual Conference

COALITION FOR QUALITY FLEXIBLE WORK LEGISLATION

2005 – PRESENT

Spokesperson

- Effective team member in the development of marketing and lobbying strategies
- Met and effectively negotiated with members of parliament opposed to the proposed legislation
- Written and presented speeches at media launches and other events
- Presented and answered well at TV, radio and newspaper interviews
- I am proud of the part I played in this Coalition as the right to request flexible work is now law

OCEANIA MOTOCROSS COMMITTEE

2001 – 2004

- Seek and generate funding and sponsorship
- Organised competitor accommodation, meals and transport
- Organised the Welcome function, sponsors night, prizegiving and the weekend itinerary for the participants (from sponsors to competitors and their families)

- Actively involved with the promotion of the event and produced the program
- At the actual event I was involved with the compilation of points as well as being part of the management team ensuring the smooth running of the event

TRADE AID MOVEMENT

1993 – 1999

Convenor Trade Aid Movement Council

- Advised and liaised with the shops in their business growth throughout my region
- Involved in the strategic planning of the Trade Aid movement
- Involved with plans for the education of members and New Zealanders through the promotion of Trade Aid products, philosophies and third world issues
- Facilitated the National Conferences and both Regional and Council meetings
- Decision maker between meetings
- Wrote and delivered speeches and reports to attendances of 120 plus

Professional Development

- Completed many training courses in leadership, sales management, membership and customer relationships

Languages & Cross-Cultural Understanding

- Basic Te Reo and understanding of Tikanga Maori
- Effective cross-cultural communication skills through managing the communications and office of an international women's organisation, facilitation, speaking and networking at International Conferences, hosting foreign students and through learning conversation Spanish

Conferences

- Panel Moderator, Panel Member, invited speaker, debater, organised and/or been a member of planning teams for conferences in Egypt, Republic of Korea, Helsinki, Vanuatu, Singapore, New York, Mexico City, UN Commission on the Status of Women (2011, 2013, 2014) and National and International forums in New Zealand

Awards

- BPW International President's Award for Outstanding Service as Executive & Communications Manager
- Daphne Chapman Award – BPW New Zealand. Link here: <http://bpwnz.org.nz/index.php/what-we-do-our-work-a-summary/projects>

Interests and Activities

Open water swimming, equestrian sport, motorsport, gym for fitness, outdoor activities in particular gardening, farming and sea-based activities, reading, entertaining, cinema and I am a keen follower of sports where New Zealand is competing as a nation.

Computer Skills

I am skilled and computer literate in both PC and Mac platforms: Zoom, Teams, Slack, Microsoft Office Professional Suite, G-suite, Adobe PageMaker 6.5, Adobe Distiller, Joomla!, Drupal, WordPress, CiviCRM, InDesign, MYOB, MailChimp, Xero, MechanicDesk, BPCS, Quicken, Quantum, Atex, Yellowmart, Enterprise +, and Exploring the Internet.

Referees

- Referees provided on request.