

Position Description: Senior Geospatial Information System Analyst

Directly responsible to:

Policy Insights Manager

Directly responsible for the functions:

- Leads and delivers GIS (Geospatial Information System) projects aligned to B+LNZ priorities, with a focus on the environment and farm systems.
- Responsible for and provides advanced geospatial analysis, spatial modelling, data integration and visualisation capability to support decision-making across B+LNZ - initially with a significant focus on freshwater farm planning and environmental policy, and increasingly across farm systems, sector intelligence, land use, productivity, economics, research and strategic planning.
- Develops and maintains robust geospatial datasets and systems to help farmers through spatial data linked with production and performance data, and also support credible, evidence-based policy and advocacy.
- Builds organizational GIS capability through training, tools, and continuous improvement.

Our Vision

Thriving sheep and beef farmers, now and into the future.

Strategic priorities:

Championing farming excellence – On-farm extension focused on enhancing productivity, productivity and sustainability; Investing in research and innovation to solve sector production challenges.

Advocacy – Championing farmers' interests; Shaping the future domestically and internationally.

Energising the sector – Leading, building trust, reputation and confidence; Proudly celebrating sheep and beef farming.

Position purpose

The Senior GIS Analyst plays a critical role in strengthening the evidence base that supports Beef + Lamb New Zealand's work.

The role provides advanced geospatial analysis, spatial modelling, data integration and visualisation capability to support strategic decision-making, stakeholder engagement and policy influence across regional and national issues.

Working across multidisciplinary teams, the Senior GIS Analyst translates complex spatial and environmental datasets into practical insights that support farmers, inform government engagement and enhance organisational capability.

This role requires both technical excellence and strategic thinking, with a strong focus on delivering credible, defensible and accessible analysis in fast-moving insights, policy and environmental contexts.

This is a senior-level role within the Insights team, that also works closely with, and services, the Environment policy team. The role operates with a high degree of autonomy and is recognised as a subject matter expert in GIS. It is expected to lead complex projects, influence decision-making through technical expertise, and contribute strategically to organisational priorities

In doing so, they will:

- Provide GIS expertise and is sought out for GIS expertise across the organisation.
- Lead complex, multi-stakeholder projects with minimal supervision.
- Advise on and implement spatial datasets to enhance the B+LNZ sheep and beef farm survey
- Translate technical analysis into practical insights for Insights, policy and farmer outcomes.
- Build capability across teams and contribute to continuous improvement.
- Maintain strong external relationships to support data and evidence needs.

Key accountabilities

Geospatial Analysis and Insights **Strategic Policy and Advocacy Support and Insights** **GIS Delivery, project Management and Geospatial Data Management**	**Visualisation, Communication and Stakeholder Engagement** **Cross-functional Collaboration and Capability Building** **Process Development and Continuous Improvement** **Health and Safety**

Key accountabilities	Job holder is successful when
1. Geospatial Analysis and Insights	• Lead and implement adding spatial data to the sheep and beef farm survey. • Lead advanced spatial analysis and modelling projects relating to land use, freshwater, biodiversity, climate, natural hazards, infrastructure and rural systems. • Develop analysis and geospatial evidence to support policy submissions, regulatory analysis and advocacy initiatives. • Integrate and analyse environmental, economic, cadastral, remote sensing and farm systems datasets. • Undertake catchment-scale and national-scale spatial assessments to identify trends, risks and opportunities.

Key accountabilities	Job holder is successful when
	• Apply statistical and geospatial methodologies to support robust interpretation of environmental and policy outcomes • Analysis provides clear, credible evidence to support B+LNZ policy positions. • Combine spatial data with B+LNZ farm, economic, survey and sector datasets to identify spatial patterns, relationships, risks and opportunities. • Support spatial analysis of farm performance, land use change, production systems and structural change across the sheep and beef sector. • Develop spatial segmentation and analytical approaches that improve B+LNZ's understanding of different farming systems, regions and farmer contexts. • Insights are translated into formats accessible to non-technical stakeholders. • Mapping and visualisation strengthen advocacy and engagement.
2. Strategic Policy and Advocacy Support and Insights	• Provide spatial intelligence and analytical support for freshwater, land use, climate, biodiversity and resource management policy work. • Support evaluation of regulatory impacts on sheep and beef farming systems. • Contribute to strategic projects involving land capability, farm system resilience, rural economics and environmental management. • Assist with rapid-response analytical work relating to emerging policy and environmental issues.
3. GIS Delivery, project Management and Geospatial Data Management	• Projects are delivered on time and aligned with B+LNZ priorities, particularly Insights team and Policy & Advocacy team priorities. • Outputs directly support improved productivity, profitability, data understanding, environmental and regulatory outcomes for farmers. • Work programmes are well planned and effectively executed • Maintain and improve GIS databases, workflows and geospatial data standards. • Data integrity supports credible policy and advocacy outcomes. • Ensure data integrity, documentation and reproducibility of analytical outputs. • Support integration of GIS capability across organisational systems and reporting tools • Data systems are accurate, secure, and fit for purpose. • Continuous improvement strengthens data capability • Develop reusable spatial datasets, analytical components and services that can be consumed by analysts, dashboards, digital products and decision-support tools. • Work with data and technology teams to integrate geospatial capability into B+LNZ's wider data platform and analytical environment.

Key accountabilities	Job holder is successful when
4. Visualisation, Communication and Stakeholder Engagement	• GIS outputs clearly support engagement with farmers, councils, and stakeholders. • Strong relationships support collaboration and data sharing • Produce high-quality maps, dashboards, graphics and spatial storytelling products for internal and external audiences. • Translate technical analysis into clear, practical and defensible insights for farmers, industry groups, councils, Ministers and stakeholders. • Supports others presentations, reports and briefing material with clear geospatial interpretation and evidence • Work collaboratively across policy, extension, economics and communications teams. • Build constructive working relationships with regional councils, government agencies, CRIs, industry organisations and consultants.
5. Cross-functional Collaboration and Capability Building	• Collaborate effectively within the wider Insights team, leveraging specialist GIS expertise while building strong relationships with colleagues across data, analytics, and information functions. • Actively contribute to team initiatives, share knowledge, participate in capability development activities, and identify opportunities where GIS can add value to broader organisational objectives and outcomes • Provide technical leadership and mentoring to other staff using spatial tools and datasets. • Teams are enabled to use GIS effectively to support their work and Capability across the organisation is strengthened. • GIS contributes to cross-team projects and organisational priorities. • GIS increasingly moves from a specialist service to an embedded organisational capability, improving the quality of B+LNZ's analysis, products and decisions.
6. Process Development and Continuous Improvement	• Standards and best practices are developed and embedded. • Emerging tools and technologies are leveraged to improve capability (explore and apply emerging geospatial technologies including Earth observation, remote sensing, geospatial AI and automated spatial analysis where they can materially improve B+LNZ's evidence base.) • GIS function evolves to meet organisational needs
7. Health & Safety ("H&S") *The Senior GIS Analyst will proactively engage in and lead by example in all areas of health, safety and wellness of the organisation and industry.*	• Shows responsibility for own health, safety and wellbeing, is proactive in own actions to keep self and others safe and cooperates with local workplace safety management practices, policies and procedures that support a healthy, safe and well culture. • Report any accidents or incidents as soon as possible through Auditz, B+LNZ's safety management system, or to your manager.

Key relationships

Key external relationships

Farmers, Regional Authorities, relevant Ministries, Iwi, agricultural industry associations (e.g., DairyNZ), GIS providers

Key internal relationships

Works closely with the Head of Environment Policy to provide GIS support and technical expertise for environmental policy, advocacy, and project initiatives

CEO, General Manager Policy and Communications, Leadership team. Communications team, Policy and Advocacy Team, Insights team, and Farming Excellence team

Location

Flexible.

Hours

The role is 1 FTE. Core business hours are Monday – Friday 8.30 – 5.00pm.

The incumbent will be required to work outside these hours to deliver to farmers.

Flexibility around work hours will be supported to achieve this.

Travel throughout New Zealand is required as part of this role.

DATED: October 2026

PERSON SPECIFICATION: Senior GIS Analyst

Technical Knowledge + Expertise

- Advanced capability in GIS platforms, such as ArcGIS Pro.
- Strong understanding of environmental and rural sector context.
- Experience delivering GIS insights to support policy and advocacy.
- Strong spatial analysis, cartography and geoprocessing skills.
- Experience with spatial scripting and automation tools
- Familiarity with remote sensing, LiDAR, spatial statistics and environmental datasets desirable.
- Experience using dashboards and visualisation platforms such as Power BI, ArcGIS Online or similar.
- Understanding of New Zealand geospatial and environmental data systems
- Understanding of New Zealand environmental policy, freshwater management and rural land use systems.
- Knowledge of sheep and beef farming systems and rural sector issues.
- Experience applying geospatial analysis to agricultural production, economics, land use, infrastructure, natural resources or other complex spatial systems.
- Understanding of spatial data governance and analytical best practice.
- Experience maintaining robust data management, governance and documentation standards

Education + Experience

- A tertiary qualification in environmental science or policy, biological sciences, agricultural science or planning, GIS, Geography, Environmental Science or related field
- 7 - 10 years' relevant experience working in a field such as GIS or resource / environment planning,
- Experience working in environmental management, natural resources, agriculture, infrastructure, planning or policy-related fields.
- Demonstrated experience managing complex spatial datasets and analytical projects.
- Experience interpreting and communicating technical information to varied audiences

PERSON SPECIFICATION: Senior GIS Analyst

Communication, Collaboration + Relationships

- Strong Team player
- Present complex spatial information clearly for technical and non-technical audience
- A connector with a natural tendency to reach out to others and actively communicate
- Builds rapport and develops strong relationships with the Insights and Environment teams, and wider organisational staff where necessary
- Strong communicator able to translate technical concepts into practical insights.
- Builds strong working relationships across teams and stakeholders
- Provides timely and helpful information to others and keeps people informed

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Customer Orientation

- Does everything with the best interests of the customer, farmer, stakeholder or sector in mind
- Has a clear understanding of other groups' business priorities and how you can impact them
- Able to stand in customers' shoes, show empathy and uncover their needs and experiences
- Communicates ideas and solutions and brings the customer along on the journey
- Builds trust and respect over time as delivers on promises

Personal Attributes

- A champion of the culture of the organisation
- Adheres to and promotes the core values of the organisation
- Strategic thinker with strong analytical capability.
- Highly organised and able to manage multiple priorities.
- Strong attention to detail and commitment to data quality.
- Collaborative and relationship-focused.
- Curious, adaptable and solutions-oriented.
- Able to work independently while contributing positively to team outcomes.
- Instils trust, keeps confidences and honours commitments
- Professional, collaborative and outcome-focused
- Must have a strong commitment to furthering the success and prosperity of the New Zealand sheep and beef industry
- A willingness to develop and apply a growing understanding of Te Ao Māori, tikanga, and Te Reo with their work
- Establishes an environment of respect and trust when working to advance cross cultural understanding

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