

# Category Manager (Infrastructure)

## WHO WE ARE - KO WAI MĀTOU

At Farmlands - Te Whenua Tāroa, our vision is to be the 'go-to for everyone connected to our land. We're always backing Kiwi's – rain or shine, year in, year out. We work as one – we help each other, we win together. We're rural people supporting our rural communities looking after our land and our people.

## OUR VALUES – NGĀ UARATANGA

### Be you - mōu ake

It takes all sorts to make an awesome team. Diversity, different perspectives and a fresh approach to problems make everyone in the team stronger. It's not who you are or what you look like, it's all about what you bring to the table that matters.

### Minds open - hinengaro tākoha

We came from a generation of greatness. It gives us the solid foundation to move on, focus on the future and use our creativity and ingenuity to build Farmlands for the next generation.

### See it through - whakamaua kia tīna

We're a team. United through our love of the land and the communities we serve. We back ourselves, each other, and get behind the decisions we make together.

## POSITION PURPOSE – TE PŪTAKE O TE TŪRANGA

Reports to - Kaiwhakahāere:	Head of Merchandise – Retail & Infrastructure
Your Team – To tīma:	Category
Direct reports - Kaimahi:	Yes

The purpose of the Category Manager is to support the Head of Merchandise – Retail & Infrastructure to develop strategies that focus on the present and future, to encompass the development of core sustainable, environmentally appropriate innovative and exclusive items for the Co-operative. The Category Manager oversees all commercial engagements with nominated vendors and leverages Farmlands position. The Category Manager works collaboratively with internal and external stakeholders and aligns results to the broader business strategy and direction.

## KEY ACCOUNTABILITY AREAS – NGĀ WĀHANGA MAHI

### Safety and wellbeing - Haumarutanga

Actively contribute to a safety-first culture by:

- Keeping yourself and others safe, and participating in safety and wellbeing activities
- Speaking up if you see something that is not and could injure yourself or others in the workplace
- Ensuring that all KPI's, policy and procedure requirements related to safety and wellbeing are completed on time and in full, every time

### General – Whānuitanga

- Contribute to the formulation of a strategic and innovative category strategy with the Head of Merchandise - Retail - identify needs and opportunities. Analyse the market. Plan approach to market. Select and work with agreed vendors. Develop category plans and work with key vendors to develop joint category initiatives.
- For the allocated portfolio of categories, supports the achievement of category sales growth, manages price and margins, manages vendor relationships, drives stock turn and delivers required ranges for all parts of the co-operative.
- Manage vendor interaction. Engage with key vendors; execute and lead planning sessions with key vendors aimed at finding new ways to add value, generate cost efficiency, simplification of interaction, and improved use of technology.
- Contribute to the development and execution of annual plans by category.
- Support the identification and implementation of product selection and ranging to meet the expectations of the customer whilst commercially sensible for the benefit of all shareholders. Maintain retail and shareholder prices as required.
- Understand key process dependencies, including vendor capability, technology, and operational capabilities
- Ensure the ecommerce offer including range, product details, promotions and pricing is accurate and current at all times.
- Utilise D365 to ensure initiatives and key conversations with Vendors are recorded appropriately
- Ensure that supply and business risk is identified and communicated and proactively balanced and managed and/or mitigated to the appropriate level.
- Ensure 80% of the all allocated vendor agreements are always current and all vendors are operating under the new terms of trade.
- Maintain accurate and correct data/attributes of all products under allocated categories
- Vendor positioning and negotiation, ranging, merchandising standards, the briefing of promotions and close interaction with the Supply Chain to optimise delivery, inventory management and ordering.
- Ensure vendors are complying with Farmlands data requirements.
- Use vendor market information, business, and branch feedback to scope out new opportunities.
- Account for, using the technology, that all vendor rebates are executed as per the vendor agreement and are obtained in line with agreement timeframes.
- Utilise Farmlands PBI team to secure appropriate information reports to leverage customer insights and make informed decisions.
- Understand pricing structure including rebate systems.
- Through the Sales and Retail team, ensure that merchandising plans, space management are compliant to Farmlands standards
- Use and assist develop the Centre of Learning (CoL) to leverage and develop staff/shareholder knowledge.

- Work closely with Farmlands Marketing team to brief in and execute appropriate marketing initiatives and promotions for sales and retail teams to implement.
- Work closely with the Farmlands Retail and Sales team to ensure excellence in execution.
- Engages with key internal customer facing stakeholders to assist in building category strategies and thoroughly disseminates outcomes in the prescribed fashion.
- Work closely with Farmlands Supply Chain to manage inventory planning, and to validate inventory position and commercial decisions and secure appropriate supply agreements.
- Works with vendors to ensure all products and packaging is compliant with all regulatory standards
- Seeks to innovate with vendors to reduce environmental impact and seeks to ensure packaging is recyclable.

**Professional**

**Development -**

**Whakawhanaketanga**

Continue to develop personally and professionally by:

- Maintaining regular contact with manager to discuss progress and performance, seek feedback and address development areas
- Engaging with Farmlands performance development process, recording progress and goals
- Being a positive supporter and leader of change initiatives
- Ensuring all training requirements are completed as required

**These may change from time to time to meet operational or other requirements.**

## WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

### Experience - Āu tautōhitotanga

- Proven experience in a Category related role
- Experience in retail is a requirement.
- A proven track record of developing strategy, achieving results, surpassing targets, and generating commercially viable out-of-the-box ideas.
- FMCG market experience.

### Qualifications – Āu tohu mātauranga

- Relevant bachelor level degree desirable

### Knowledge –

- In-depth knowledge of farming infrastructure / supplies

### Āu mōhiotanga

### Skills –

### Āu pūkenga

- The ability to produce quality presentations and deliver the contents in a professional manner to both internal and external stakeholders.
- Be financially literate to justify strategy, decisions and recommendations.
- Ability to seek and implement new opportunities, challenges the norm, thinks outside the box, is familiar with techniques and technologies to improve the selling process.
- Shows understanding of operational challenges branches and field teams may face.

### Personal Attributes –

### Ōu āhuatanga

- A superior communicator with an ability to liaise to a high standard with a variety of stakeholders.
- Critical thinker who is consistent, fair and well-considered in the response.
- Effective interpersonal skills including the ability to collaborate, influence, negotiate and resolve conflicts.
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving.
- Ability to influence others and move toward a common vision or goal.
- Flexible and adaptable; able to work in ambiguous situations.
- Works well under pressure, with a high level of organisational and time management skills.
- Prepared to listen to different perspective and engages others to develop solutions.
- Demonstrates high levels of energy, determination, tenacity and persistence to achieve outcomes.
- Quickly and effectively establishes and maintains strong, mutually beneficial and long-lasting working relationships.