

Category Specialist

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:	Category Manager
Your Team – To tīma:	Category
Direct reports - Kaimahi:	None

The purpose of the Category Specialist is to enact the tactics and activity required to ensure the success of the Category Strategy, as per the Category Manager's directions. The Category Specialist will assist with the category functions, process and performance and is the primary point of contact for internal and external stakeholders to improve efficiencies, service levels and achieve objectives.

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

- Assist the Category Manager with formulating the category strategy which identifies needs and opportunities analyses the market, plans the approach to market and selects agreed vendors.
- Assist the Category Manager with Vendor positioning and negotiation, ranging, merchandise standards, the briefing of promotions & close interaction with the supply chain to optimise delivery inventory management and ordering.
- Assist with developing, leading and managing vendor interactions. Assist with engagement of vendors, planning sessions with key vendors, cost efficiencies, simplification of interaction and improved use of technology.
- For the allocated portfolio of categories, assist with achieving category sales growth, managing price and margins, vendor relationships, the driving of stock turn and delivery of required ranges for all parts of the co-operative.
- Prepare, distribute and maintain meeting agendas & action points, notes, business support plans.
- Provide updates, monthly marketing briefs and various communication out to the Farmlands network.
- Utilise Farmlands Marketing team to brief in and execute appropriate marketing initiatives and promotions. Co-ordinate inputs for marketing initiatives. Provide proofing and content support to Farmlands Marketing.
- Co-ordinate the timely delivery of all related collateral to marketing and assist with capturing vendor rebates.
- Assist the Category Manager to utilise Farmlands Supply Chain to secure appropriate supply agreements.
- Provide the Category Manager support in maintaining accurate and correct data/attributes/categorisation of all products under their categories.
- Initiate and brief sales and marketing campaigns for Farmlands sales and retail teams to implement. Ensure excellence in execution and compliance with merchandising plans.
- Field branch queries and provide knowledgeable support to the branches/sales staff.
- Assist to utilise Farmlands PBI team to secure appropriate information reports to leverage customer insights and make informed decisions.
- Utilise D365 to ensure initiatives and key conversations with Vendors are recorded appropriately in CE
- Account for, using the technology, that all vendor rebates are executed as per the vendor agreement and are obtained in line with agreement timeframes.
- Understand key process dependencies, including vendor capability, technology, and operational capabilities
- Understand Farmlands' environment, processes, dependencies, and technology networks.
- Provide vendor reporting to approved recipients as required.
- Monitor promotional spend of vendors and manage the reconciliation of funding.

- Maintain retail and shareholder prices as required. Manage end to end pricing through to and including matrix pricing.
- Ensure vendor costs within systems are accurate and current at all times. Ensure vendors are complying with Farmlands data requirements.
- Understand pricing structure including rebate systems. Provide support to ensure rebate collection.
- Maintain accurate and correct data/attributes of all products under allocated categories.
- Assist in ensuring 80% of the all allocated vendor agreements are always current and all vendors are operating under the new terms of trade.
- Attend all allocated vendor meetings and document all actions and intel gathered.
- Prepare and distribute updated NSA's and ensure all steps pre and post signing are completed.
- Assist in organising seasonal and category focus groups as required.
- Perform all other activities and projects as directed by the Category Manager.

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

- Relevant experience in an equivalent category role.
- Experience in a medium to large organisation.
- Experience in retail is a requirement with a preference for rural retail.
- Project management experience

Qualifications – Āu tohu mātauranga

- No specific requirement

Knowledge – Āu mōhiotanga

- An understanding of operational challenges within a retail environment.

Skills – Āu pūkenga

- Analytical and problem-solving skills, planning, organising skills.
- Computer skills, proficient in MS Power Point and MS Excel.
- Result-driven, with a flair for marketing.
- Manages expectations, organises response times, is proactive and results driven.
- Relationship management, internal and external.
- Financially literate to justify strategy, decisions and recommendations.

Personal Attributes – Ōu āhuatanga

- Demonstrates openness, enthusiasm and engagement.
- Commitment to high standards of excellence and high personal integrity.
- High level of independence and initiative while working effectively as part of a team.
- Flexible and adaptable; able to work in ambiguous situations.
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving.
- Integrity, discretion and resilience.
- Commitment to business goals and culture.
- Ability to translate highly technical information into practical, everyday terminology.