

# Commercial Manager

## 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 - whakamaui kia tina

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 Commercial Services
Your Team – To tīma:	Merchandise
Direct reports - Kaimahi:	Commercial Co-ordinator

The purpose of the Commercial Manager is to support the Head of Commercial Services to develop, lead and implement strategies that focus on commercial analysis, planning, process development and execution that supports category management excellence within Farmlands.

To enable and manage robust processes for the review of the commercial and contractual relationships with key partners that ensure commercial terms are favourable and realised.

To support continuous improvement within technology and innovation projects to ensure maximum commercial results and productivity, whilst ensuring that a high service level is provided to internal and external customers.

The Commercial Manager oversees all commercial engagements and processes to support the wider merchandise team to leverage Farmlands. The Commercial 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 delivering results in accordance with Farmland's organisational strategic plan and individual key performance indicators
- Support the Head of Commercial Services in the developing and leading the Merchandise teams future initiatives, including vertical integration opportunities engaging external and internal parties
- Support and lead the Commercial team program of monitoring Farmlands competitiveness in the marketplace and review competitor offerings, with a view to understanding gaps in the market.
- Understand business trends in this sector and assist in the identification of strategic business opportunities
- Identify, design and communicate internal process improvements and other growth opportunities.
- Support of the Head of Commercial Services in ensuring robust systems and appropriate tools are provided to the Merchandise team, and wider business, to maximise productivity and enable high quality, commercially focused decision making.
- Understand key process dependencies, including vendor capability, technology, staff and operational capabilities
- Support of the Head of Commercial Services in the designing, leading and implementation of policy and process for the Commercial elements of the Merchandise team.
  - Including, but not limited to:
    - Category review process
    - Pricing strategy and process: including cost price management, rebate management, sell price management.
    - Promotional Planning review process
    - Develop and manage the new product introduction/development process
    - Introduction of retail space management program.
- Manage the masterdata strategy and ensure data requirements are able to be collected and updated through the tools and systems to be utilised by the business.
- Assist in Maintaining accurate and correct data/attributes of all products under allocated categories
- Overall contribute to supporting wider merchandising strategy of 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.
- Contribute and lead process to ensuring vendors are complying with Farmlands data requirements.
- Use market information, business, and branch feedback to scope out new opportunities for Merchandising team.
- 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 and software.
- Support of the Head of Commercial Services to establish and lead a program of process quality and continuous improvement for the Merchandise and Pricing & Product teams.
- Use, assist and develop the L&D content to leverage and develop staff/shareholder knowledge.
- 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 commercial knowledge and thoroughly disseminate outcomes in the prescribed fashion.
- Work closely with Farmlands Supply Chain to manage inventory planning, and to validate inventory position and commercial decisions and contribute to securing appropriate supply agreements.
- Support of the Head of Commercial Services in the development and management of the Farmlands Direct Sourcing model.

### **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 leadership and commercial ability.
- Experience in a Merchandise, Category management or Supply Chain related role preferred.

### Qualifications – Āu tohu mātauranga

- Relevant tertiary qualification preferred

### Knowledge – Āu mōhiotanga

- No specific requirement

### Skills – Āu pūkenga

- Project planning, management and execution ability
- Strong commercial acumen
- Ability to seek and implement new opportunities, challenge the norm, think outside the box.
- Computer skills across a wide range of applications
- Good written, oral and interpersonal communication skills

### 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
- Ability to influence others and move toward a common vision or goal.
- 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
- Analytical and creative-capable of flexing solutions to changing demands: anticipating the regional, divisional impact