Position Description: Category Manager (Infrastructure)
Reference: 17
Date: November 26

Category Manager (Infrastructure)

WHO WE ARE - KO WAI MĀTOU

We are Farmlands - Te Whenua Tāroa, a Co-operative owned by New Zealand Farmers and Growers, we have been around for 60+ years, supporting our rural communities, looking after our land and our people - we're Out Here Too. We're always backing Kiwis - rain or shine, year in, year out. We work as one – we help each other, we win together.

PURPOSE AND VISION – TE KAUPAPA ME TE MATAKITE

At Farmlands, our purpose is "To enable improved profitability and productivity for NZ farmers and growers", and our Vision is "To be the go-to for everyone connected to our land". Everything we do, every decision we make is with this in the forefront of our minds.

OUR VALUES – NGĀ UARATANGA

Our values of Be You, Minds Open, and See It Through help us to work as one - helping each other and winning together. We're rural people supporting our rural communities looking after our land and our people.

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 – Infrastructure & Retail
Your Team – To tīma:	Merchandising
Direct reports - Kaimahi:	Yes

The purpose of the Category Manager is to support the Head of Merchandise – Infrastructure and Retail 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 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 - 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, support the achievement of category sales growth, manage price and margins, manage vendor relationships, drive stock turn and deliver 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
- Develop the Centre of Learning (CoL) to leverage and develop staff/shareholder knowledge.
- Work closely with Farmlands Marketing team to brief 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.
- Engage 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.
- Work with vendors to ensure all products and packaging is compliant with all regulatory standards.
- Seek 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.
- 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 – Āu mōhiotanga

- In-depth knowledge of farming infrastructure / supplies

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.

Appendix:

Everyday Leadership Behaviours

We've identified 4 leadership behaviours that we know make the best Farmlands leaders. Different roles across the co-operative require us to approach each aspect in slightly different way, and you'll see on the next pages the different leadership levels and how they all fit together.

Farmlands

People & Safety
June 2026

The Four Leadership Behaviours

Create
Create Clarity

Understand the bigger picture – you understand our vision, strategy and plans. You know what's expected of you and how you should deliver this. And, if you don't know, you take steps to find out.

Have a plan – you establish a vision and course of action that's aligned to our strategy. You help others connect the dots between our vision and strategy and where they fit in achieving this. You can describe what success looks like and provide a sense of direction for others, even during times of ambiguity.

Clarify the 'why' – you make clear how activities and decisions benefit the customer and the co-operative. You provide further context where further buy-in or prioritisation is needed to help overcome resistance.

Connect
Build Connections

Forge connections – you have strong relationships with the people around you, your customers and communities. You look outside of your immediate team to create connections with the people and teams across the business who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.

Create purpose and belonging – you create meaning for your team by uniting them around a common goal. You're authentic and prepared to be vulnerable. You promote diversity and allow others to express themselves and for all voices to be heard equally.

Take people with you – you inspire people through your energy, commitment to our business and enthusiasm for the future. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.

Deliver
Deliver Results

Create structure – you plan ahead and create the structures and work routines to get things done. You make use of the systems and technology available to you. You're agile and look to work in new ways.

Think and act like an owner – you take responsibility for your performance and delivering to a high standard. You tenaciously pursue the right outcomes and don't confuse activity with results. If you lead people, you set clear expectations for every team member.

Insights driven – you understand the commercial aspects of your role and make decisions based on data and insights. You draw from new sources of information to generate ideas, seeking to innovate, disrupt and change. You are focused on building a stronger organisation tomorrow than today.

Grow
Grow Self, Grow Others

Have a growth mindset – your resilience helps you embrace change, persist through challenges and learn from feedback. You are curious and have flexibility of thought and perspective. You know your strengths and opportunities, actively engage in self-development and take time to reflect and apply learnings.

Develop capability – you coach others to build capability and achieve their potential. You know your team, their aspirations and support them to learn, grow and take ownership of their development.

Get out of the way – you empower others by delegating and creating space for them to do their best work, trusting them to deliver and providing support where required. You make it safe for others to try new things and learn from mistakes.

Farmlands

Lead Self - how this shows up in everyday behaviour:

Create
Create Clarity

By understanding your role and how it contributes to the bigger picture you will make the right decisions.

Align with the bigger picture

- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

Have a plan

- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

Clarify the 'why'

- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

Connect
Build Connections

You have strong relationships with your team and the people you work alongside to achieve success in your role.

Forge connections

- Create strong relationships with others.

Create purpose and belonging

- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

Take people with you

- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

Deliver
Deliver Results

You deliver to the expectations of your role.

Create structure

- Plan and create structure to get things done.
- Be agile and look to work in new ways.

Enable performance

- Take responsibility for your performance and
- deliver to a high standard.

Think about the business

- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

Grow
Grow Self, Grow Others

Being agile and resilient, listening and responding to feedback, and putting in the effort .

Apply a growth mindset

- Be agile, persist through challenges and learn from feedback.
- Actively engage in self-development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

Get out of the way

- Empower others by creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.

Farmlands

Lead Others – how this shows up in everyday behaviour:

Create
Create Clarity

By understanding your role and how it contributes to the bigger picture you will make the right decisions.

Align with the bigger picture

- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

Have a plan

- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

Clarify the 'why'

- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

Connect
Forge Connections

You have strong relationships with your team and the people you work alongside to achieve success in your role.

Forge connections

- Create strong relationships with others.

Create purpose and belonging

- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

Take people with you

- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

Deliver
Deliver Results

You deliver to the expectations of your role.

Create structure

- Plan and create structure to get things done.
- Be agile and look to work in new ways.

Enable performance

- Take responsibility for your performance and
- deliver to a high standard.

Think about the business

- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

Grow
Grow Self, Grow Others

Being agile and resilient, listening and responding to feedback, and putting in the effort .

Apply a growth mindset

- Be agile, persist through challenges and learn from feedback.
- Actively engage in self-development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

Get out of the way

- Empower others by creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.

Farmlands

Lead Leaders – how this shows up in everyday behaviour:

Create

Create Clarity

Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it

Understand the bigger picture
- Understand our vision, strategy and plans.
- Know what's expected of you and how you should deliver this.

Have a plan
- Establish a vision and course of action that's aligned to our strategy.
- Help others understand their contribution to our vision and strategy.

Clarify the 'why'
- Make it clear how activities and decisions benefit the customer and the co-operative.
- Provide further context where required to overcome resistance.

Connect

Forge Connections

This is about the relationships you create with your team and the teams you work closely with.

Forge connections
- Create strong relationships with your team and others who have an influence on your work.

Create purpose and belonging
- Create meaning for your team by uniting them around a common goal.
- Authentic and promote diversity.

Take people with you
- Inspire others through your energy, commitment and enthusiasm.
- Lead by example through consistency and demonstrating the Farmlands Leadership behaviours.

Deliver

Deliver Results

This is about achieving results through others.

Create structure
- Plan and create structure to get things done.
- Agile and look to work and lead your team in new ways.

Think and act like an owner
- Take responsibility for your performance and delivering to a high standard
- Set clear expectations for every team member and hold them to account.

Insights driven
- Make decisions with a commercial lens and seek new information to generate ideas.
- Innovate, disrupt and challenge the norm.
- Focus on building a stronger Farmlands.

Grow

Grow Self, Grow Others

Growth is how we make ourselves, our teams and our co-operative better.

Have a growth mindset
- Embrace the new and lead with agility.
- Actively engage in self-development and apply learnings.

Develop capability
- Coach others to build capability and achieve their potential.
- Know your team and support and empower them to learn, grow and develop.

Get out of the way
- Empower others by delegating and creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.

Farmlands