

Head of Merchandise - Nutrition

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 these in the forefront of our minds.

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:	Chief Merchandising Officer
Your Team – To tīma:	Merchandise
Direct reports - Kaimahi:	Yes

The Head of Merchandise - Nutrition is responsible for leading the strategic direction, commercial performance, and operational execution of Farmlands' Nutrition category. This role oversees a dedicated team and holds ultimate accountability for all commercial engagements with nominated vendors, ensuring alignment with Farmlands' broader business strategy and shareholder value objectives.

Operating within the Merchandise function, the Head of Merchandise - Nutrition collaborates extensively across internal teams and external partners to develop and deliver category strategies that encompass pricing, range, promotions, and supplier trading terms. The role supports the Chief Merchandising Officer in driving transformation and continuous improvement across the category, leveraging Farmlands' market position to deliver sustainable commercial outcomes.

KEY AREAS OF ACCOUNTABILITY

Safety and Wellbeing

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

People Leadership

- Lead, develop and empower a high performing and engaged team of Category Managers, Specialists and/or Coordinators that achieves determined targets and performance standards
- Develop and maintain an adaptive, performance led culture, where there are high levels of accountability, clarity and measurable results
- Coach, develop and support the team, with a focus on overall team engagement, retention of key talent and succession planning
- Lead the development of a learning culture by prioritising learning and development activity delivered through The Greenhouse and enabling team members to engage in learning and take ownership of their development

Operational Leadership

- Oversee, develop, and implement a strategic and innovative category strategy—identifying market needs and opportunities, planning the approach to market, selecting vendors and partners, and establishing joint initiatives that include both product management and service offerings. Plan for enhanced infield technical delivery and build strategy that delivers on future needs of our customers
- Develop, lead and manage all vendor interaction, engaging strategically to drive planning sessions with key vendors focussed on innovative ways to add value, improve cost efficiency, simplify engagement, and enhance the use of technology
- Develop and execute both annual and long-term category plans, incorporating input from sector specialists and building relationships with key industry partners (e.g. Beef and Lamb, Federated Farmers, Pāmu, milk processors) to understand current and future needs
- Establish and deliver a sustainability strategy and new product development (NPD) roadmap for the category
- Oversee product selection and ranging to ensure offerings meet customer expectations while remaining commercially viable for the benefit of all shareholders. Maintain retail and shareholder pricing as required
- Deliver pricing strategies and achieve gross margin (GM) targets
- Understand key process dependencies, vendor capabilities, technology, and operational requirements
- Ensure the digital channel (FLPRO and lifestyle eComm) reflects accurate and current range, product details, promotions, and pricing at all times
- Utilise D365 to capture initiatives and record key vendor conversations in CE
- Drive engagement with the D365 tool across the team, supporting development and enhancement for Merchandising and Supply Chain functions
- Proactively identify, communicate, and manage supply and business risks to ensure they are appropriately mitigated
- Ensure that 80% or more of all allocated vendor agreements are current, and that all vendors operate under the new terms of trade
- Maintain accurate and complete product data and attributes across all allocated categories
- Lead vendor positioning and negotiations, ranging, merchandising standards, promotion briefings, and close collaboration with the Supply Chain to optimise delivery, inventory management, and ordering

	<ul style="list-style-type: none"> • Ensure vendors comply with Farmlands' data requirements
Evolving Strategic Responsibilities	<p>As we continue to unlock the value created by the integration of NRM/ McMillian and Seales Winslow, additional responsibilities are likely to fall under this role. These will require both management of current capabilities and identifying new capabilities to meet future needs:</p> <ul style="list-style-type: none"> • Own brand and range management including price positioning • Product training across multiple channels • Development and management of sales tools (e.g. Ruminix) • Technical team delivery of product formulation, new product development and quality management
Operational Leadership	<ul style="list-style-type: none"> • 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 • Ensure that merchandising plans and space management, as executed through the Sales and Retail teams, consistently adhere to Farmlands' merchandising standards • Use and assist develop The Greenhouse to leverage and develop staff/shareholder knowledge
Relationship Management	<ul style="list-style-type: none"> • Work closely with Farmlands Brand Experience team to brief in and execute appropriate marketing initiatives and promotions for implementation by sales and retail teams • 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 disseminate outcomes in the prescribed fashion • Work closely with Farmlands Supply Chain to 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 seek to ensure packaging is recyclable
Professional Development	<p>Continue to develop personally and professionally by:</p> <ul style="list-style-type: none"> • Maintain regular contact with manager to discuss progress and performance, seek feedback and address development areas • Engage with Farmlands performance development process, recording progress and goals • Be a positive supporter and leader of change initiatives • Ensure 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

- Extensive experience in a similar position, ideally within a complex, customer-focused environment or the rural sector
- Demonstrated people leadership and experience in roles of influence
- Experience in price modelling and structuring

Qualifications – Āu tohu mātauranga Knowledge – Āu mōhiotanga

- Relevant tertiary qualification or equivalent practical experience in business, commerce, supply chain, or a related field
- Proven ability to quickly acquire domain knowledge and apply commercial acumen in new sectors
- Experience working in complex, multi-stakeholder environments (rural or otherwise)
- Familiarity with or willingness to learn about rural markets and NZ farming systems

Skills – Āu pūkenga

- Demonstrated success in leading category or product strategies in any sector
- Comfortable navigating ambiguity and building strategies in evolving or unfamiliar sectors
- Ability to develop the strategy for this category and take a flexible view of the structures they are taking on day one versus what will develop over the longer term
- Comfortable developing own category strategy to meet the wider business vision allowing for the realities of capability, capacity and desire within team
- Superior communication skills - able to liaise to a high standard with a variety of stakeholders and communicate complex or technical ideas and issues in simple, clear language so others understand
- Excellent presentation skills including public speaking, training and facilitating workshops
- Outstanding commercial negotiation skills
- Proficient with computer systems, including MS Office suite and CRM software
- Strategic planning skills including forecasting, target setting and performance management (suppliers and staff)
- Financially and commercially astute; able to manage risk, focus on costs, profits, margins and new product opportunities
- Strong planning and organisational skills
- Sound numerical literacy skills – analyses data, identifies trends
- Effective interpersonal skills including the ability to build relationships, collaborate, influence, negotiate, resolve conflict and effectively coach others

Personal Attributes – Ōu āhuatanga

- Open and collaborative leader with a strong customer service focus
- Interested in emerging trends and technology
- Curiosity and openness to learning about new industries, products, and customer needs
- Inclusive mindset, with a commitment to building diverse and high-performing teams
- Ability to translate complex or technical information into accessible language for diverse audiences
- Growth mindset and committed to continuous learning and development
- Drive for identifying and implementing new and better ways of operating - embraces change, recognising it is necessary to meet the changing needs of our customers and business

- Thrives on solving shareholder challenges of tomorrow (“eye’s up”, forward thinking, solution creating)
- Enjoys communicating, writing articles, developing training material
- Team Player with the ability to work closely and collaboratively with other senior leaders
- Determination, tenacity and persistence to achieve outcomes
- Strategic thinker - recommends actions to improve and leverage opportunities
- High levels of personal and professional Integrity and standards



THE FOUR BEHAVIOURS OF EVERYDAY LEADERSHIP

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.

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD OTHERS)

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p><i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i></p> <p>Understand the bigger picture</p> <ul style="list-style-type: none"> Understand our vision, strategy and plans. Know what's expected of you and how you should deliver this. <p>Have a plan</p> <ul style="list-style-type: none"> Establish a vision and course of action that's aligned to our strategy. Help others understand their contribution to our vision and strategy. <p>Clarify the 'why'</p> <ul style="list-style-type: none"> Make it clear how activities and decisions benefit the customer and the co-operative. Provide further context where required to overcome resistance. 	<p><i>This is about the relationships you create with your team and the teams you work closely with.</i></p> <p>Forge connections</p> <ul style="list-style-type: none"> Create strong relationships with your team and others who have an influence on your work. <p>Create purpose and belonging</p> <ul style="list-style-type: none"> Create meaning for your team by uniting them around a common goal. Authentic and promote diversity. <p>Take people with you</p> <ul style="list-style-type: none"> Inspire others through your energy, commitment and enthusiasm. Lead by example through consistency and demonstrating the Farmlands Leadership behaviours. 	<p><i>This is about achieving results through others.</i></p> <p>Create structure</p> <ul style="list-style-type: none"> Plan and create structure to get things done. Agile and look to work and lead your team in new ways. <p>Think and act like an owner</p> <ul style="list-style-type: none"> Take responsibility for your performance and delivering to a high standard Set clear expectations for every team member and hold them to account. <p>Insights driven</p> <ul style="list-style-type: none"> 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. 	<p><i>Growth is how we make ourselves, our teams and our co-operative better.</i></p> <p>Have a growth mindset</p> <ul style="list-style-type: none"> Embrace the new and lead with agility. Actively engage in self-development and apply learnings. <p>Develop capability</p> <ul style="list-style-type: none"> Coach others to build capability and achieve their potential. Know your team and support and empower them to learn, grow and develop. <p>Get out of the way</p> <ul style="list-style-type: none"> 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.