

# Nutrition Brands Marketing Lead

## 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 Brand & Communications
Your Team – To tīma:	Marketing
Direct reports - Kaimahi:	Yes

The purpose of this role is to accelerate commercial growth and drive market outcomes Farmlands' nutrition brands — SealesWinslow, NRM, and McMillan — through the execution of integrated brand and retail marketing strategies. This role leads brand and campaign activity that connects our brands with the farming and lifestyle communities, aligning with the Co-operative's values while delivering measurable sales results. The role will work first and foremost with Farmlands commercial teams (merchandising and sales) to understand desired commercial outcomes and develop marketing strategies to support these through brand activity, Farmlands retail marketing programmes, channel partner marketing – ensuring execution is effective and real, and impact can be measured.

## 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

### **Brand and retail marketing, leadership and delivery**

- Drive commercial growth and market impact for Farmlands-owned nutrition brands (SealesWinslow, NRM, and McMillan) through full-funnel marketing activity that delivers both brand visibility and sales performance.
- Develop and lead integrated marketing campaigns that are grounded in clear commercial objectives to drive revenue and engage both new and existing customers across multiple channels.
- Work closely with and be the nutrition marketing expert in commercial meetings and discussions with key teams such as merchandising and sale.
- Collaborate with internal teams, including Farmlands retail marketing, teams, and agency partners, to bring campaigns to life across digital, in-store, and field environments.
- Ensure brand consistency and tone, keeping all creative output on-brand, within pricing and content guidelines, and connected to the shareholder experience.
- Own the Nutrition marketing strategy and communicate it across the business, ensuring visibility and alignment with national and regional strategies.
- Bring campaigns to life in real-world settings — from Farmlands stores, partner stores and retail activations to field events and frontline engagement — ensuring end-to-end relevance.
- Stay close to the market by spending regular time in the field and with our teams, gathering insights and staying current with customer needs and competitor activity.
- Monitor campaign performance, report against objectives and budgets, and provide insights to continuously improve future marketing effectiveness.

### **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

- Five + years' experience marketing.
- Proven capability in executing brand and retail marketing plans and concepts across a broad range of channels
- Sound knowledge of digital & search channels and performance marketing
- Proven understanding and appreciation of strong creative work
- Ability to sell ideas, creative work and the investment required to deliver quality and effective work
- Knowledge of agriculture service industry is desirable but not essential
- Experience in briefing marketing requirements and managing stakeholders
- Previous experience in a marketing or agency environment desirable
- Has the desire and ability to be creative and think outside of the square to create memorable and talked about campaigns

### Qualifications – Āu tohu mātauranga

- Relevant marketing qualifications desirable but not essential

### Knowledge – Āu mōhiotanga

- Confident in using the digital workplace including Office 365 tools such as Sharepoint, Teams and Viva.
- Strong understanding of best practice brand marketing strategies and techniques using the written word, digital media, events and other creative ways to engage with audiences.

### Skills – Āu pūkenga

- Sound judgement and outstanding organisational skills.
- Excellent planning and programme management skills.
- Strong health & safety awareness.
- Commitment to on-going continual professional development.
- Current Drivers Licence.

### Personal Attributes – Ōu āhuatanga

- Strong creative drive and ability to bring fresh thinking.
- Strong health & safety awareness.
- Commitment to ongoing continual professional development
- Applying expertise: Applies specialist expertise and shares knowledge with others.
- Strategic and commercial thinking: Keeps up to date with market trends and takes account of a wide range of issues across the organisation.
- Networking and influencing: Establishes good relationships and effective networks of contacts inside the organisation. Makes a strong personal impression on others and gains commitment and agreement from others by persuading and influencing.
- Delivering results: Focusses on stakeholder needs and satisfaction, sets high standards for quality and quantity and consistently achieves goals.
- Maintains a high standard of ethical practice; reliable and trustworthy.



# EVERYDAY LEADERSHIP BEHAVIOURS

WE'RE OUT  
HERE TOO.



Farmlands



# 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

### 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.

# HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD SELF)

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p><i>By understanding your role and how it contributes to the bigger picture you will make the right decisions.</i></p> <p><b>Align with the bigger picture</b></p> <ul style="list-style-type: none"> <li>• Work is directly aligned with our vision, strategy and plans.</li> <li>• Know what's expected and how to deliver.</li> </ul> <p><b>Have a plan</b></p> <ul style="list-style-type: none"> <li>• Have a vision and course of action that's aligned to our strategy.</li> <li>• Help others understand how they fit in.</li> </ul> <p><b>Clarify the 'why'</b></p> <ul style="list-style-type: none"> <li>• Understand and make it clear how activities and decisions benefit the customer and the co-operative.</li> </ul>	<p><i>You have strong relationships with your team and the people you work alongside to achieve success in your role.</i></p> <p><b>Forge connections</b></p> <ul style="list-style-type: none"> <li>• Create strong relationships with others.</li> </ul> <p><b>Create purpose and belonging</b></p> <ul style="list-style-type: none"> <li>• You and your team are united around a common goal.</li> <li>• Promote diversity and allow others to express themselves.</li> </ul> <p><b>Take people with you</b></p> <ul style="list-style-type: none"> <li>• Inspire people through your energy, commitment and enthusiasm</li> <li>• Consider information from a range of sources in decision making.</li> </ul>	<p><i>You deliver to the expectations of your role.</i></p> <p><b>Create structure</b></p> <ul style="list-style-type: none"> <li>• Plan and create structure to get things done.</li> <li>• Be agile and look to work in new ways.</li> </ul> <p><b>Enable performance</b></p> <ul style="list-style-type: none"> <li>• Take responsibility for your performance and deliver to a high standard.</li> </ul> <p><b>Think about the business</b></p> <ul style="list-style-type: none"> <li>• Think and make decisions with a commercial lens.</li> <li>• Seek new information focused on building a stronger Farmlands.</li> </ul>	<p><i>Being agile and resilient, listening and responding to feedback, and putting in the effort .</i></p> <p><b>Apply a growth mindset</b></p> <ul style="list-style-type: none"> <li>• Be agile, persist through challenges and learn from feedback.</li> <li>• Actively engage in self-development and apply learnings.</li> </ul> <p><b>Develop capability</b></p> <ul style="list-style-type: none"> <li>• Coach others to build capability and achieve their potential.</li> <li>• Know and support others to take ownership of their development.</li> </ul> <p><b>Get out of the way</b></p> <ul style="list-style-type: none"> <li>• Empower others by creating space for them to do their best work.</li> <li>• Make it safe for others to try new things and learn from mistakes.</li> </ul>

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