

Senior Front-End Developer

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 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:	Custom Development Lead
Your Team – To tīma:	Innovation & Digital
Direct reports - Kaimahi:	None

The Senior Front-End Developer is responsible for creating exceptional user experiences and lead frontend initiatives. You'll work closely with product, design, and backend teams to build scalable, performant web and native applications while mentoring junior developers and driving technical excellence.

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 workplaces
- 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

Code Quality & Standards:

- Define, implement and improve Farmlands development practice and processes. Including; Branching, DevOps CI/CD, unit testing, and release management.
- Ensure design patterns are re-usable by working with other technical leads and architects. These should be scalable, maintainable, and efficient software solution designs.
- Participate in regular design reviews to ensure alignment with business goals and technical standards.
- Participate in design and code review processes to ensure adherence to established standards
- Identify and resolve technical debt in existing codebases.
- Ensure that all solutions adhere to relevant security standards and compliance requirements.
- Stay informed about the latest security threats and mitigation strategies
- Create and maintenance of comprehensive technical documentation for other developers as well as operational support.

Technical Innovation:

- Stay updated on emerging technologies, frameworks, and industry best practices.
- Support the design, development, and enhancement of software solutions.
- Assist with L3 Support on production issues where required.
- Keep current, upskill and obtain relevant qualifications in the development languages and technologies used at Farmlands.
- Demonstrate solutions to business users with walkthrough meetings.
- Present designs to internal reviews including Architecture Review Board.

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

WHAT YOU'LL BRING - Āu āpititanga ki te tūranga

Experience - Āu tautōhitotanga

- 5+ years of software development experience on front-end solutions
- Experience in relevant programming languages, frameworks, and architectural patterns
- Strong understanding of software design principles, algorithms, and data structures
- Experience with cloud technologies and microservices architecture
- Experience in front-end UI/UX design
- Strong understanding of frontend architecture patterns and state management
- Experience with modern build tools and testing frameworks
- Proven track record of building responsive, accessible web applications
- Strong knowledge of browser rendering, performance optimization, and debugging

Qualifications – Āu tohu mātauranga

- Tertiary qualification in technology or equivalent industry experience

Skills – Āu pūkenga

Technical Requirements:

- Proficiency in technologies, including:
 - Expert knowledge of JavaScript/TypeScript, HTML5, and CSS3
 - Deep experience of React, Angular, or Vue.js (we primarily use React)
 - RESTful APIs
 - Node.js and Express.js
 - Relational databases (SQL)
 - .NET C#
 - Experience of ASP.NET and ASP.NET Core MVC
- Experience of technical platforms including:
 - Familiarity with cloud platforms (Azure)
 - Strong understanding of version control systems, particularly Git
 - Knowledge of web security best practices
 - Experience with automated testing and CI/CD pipelines
 - Experience with microservices architecture
 - Understanding of server-side rendering and edge computing concepts
 - Knowledge of SEO principles and ensuring their application in web development
 - Familiarity with web accessibility standards (WCAG)
 - Experience with WebAssembly or progressive web apps
- Additional SDLC skills including:
 - Understanding of Agile and Scrum methodologies
 - Experience with performance optimization and caching strategies

Personal Attributes –

Ōu āhuatanga

- Independence and initiative while working effectively as part of a team
- High level of attention to detail
- Ability to work independently and show initiative
- Excellent interpersonal and communication skills.
- Demonstrates openness, enthusiasm, and engagement
- Commitment to high standards of excellence
- High personal integrity, owning your responsibilities
- 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
- Commitment to business goals and culture
- Ability to translate highly technical information into practical, everyday terminology
- Curiosity to continue learning and problem solving



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 OTHERS)

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

Build 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.