

# Technical Product Manager – eCommerce

## 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 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 Delivery & Innovation
Your Team – To tīma:	Delivery & Innovation Team
Direct reports - Kaimahi:	nil

The Technical Product Manager plays an essential role in connecting business stakeholders, solution providers, and Farmlands' technical teams. This position is key to ensuring that Farmlands gain the highest possible value from solution investments.

The purpose of this role is to take ownership of our newly launched Shopify Plus platform, lead its transition to a smooth, engaging, and reliable ecommerce experience. This role will act as the bridge between our Retail, Merchandising, Marketing and Technology Teams. Over the 12-month fixed term, you will drive issue resolution, streamline processes, establish performance measures and implement improvements that enhance customer experience and business performance.

## 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 Neutrino API

### General - Whānuitanga

Desired Experience

- Proven experience in managing or optimising ecommerce platforms, ideally with Shopify Plus.
- Strong understanding of ecommerce operations including product management, promotions, pricing, inventory, and fulfilment.
- Experience working with ERP systems, integrating them with ecommerce platforms.
- Demonstrated ability to identify and resolve system/process issues and implement sustainable improvements.
- Background in improving customer experience through technology and process enhancements.
- Experience working cross-functionally with IT, operations, marketing, and customer service teams.
- Project management skills with the ability to prioritise, plan, and deliver outcomes under time constraints.

### 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

- Experience in eCommerce solutions is a must, Shopify Plus preferred.
- Familiarity with ERP systems would be a definite advantage.
- Strong analytical and problem-solving skills, with attention to detail.
- Excellent communication and stakeholder management skills.
- Demonstrated leadership & relationship building experience, with a proven track record of leading and motivating to successful outcomes

### Qualifications – Āu tohu mātauranga

- Bachelor's degree in Marketing, Information Systems, Business or related field (or equivalent practical experience).

**Skills –****Āu pūkenga**

- Excellent communication and interpersonal skills
- Proven ability to translate complex technical concepts to non-technical stakeholders
- Proven problem solving, negotiation and presentation skills

**Personal Attributes –****Ōu āhuatanga**

- Strategic thinker with ability to balance short-term needs and long-term vision
- Strong analytical and problem-solving skills
- Adaptable and able to thrive in a fast-paced, changing environment
- Passionate about technology and its business applications
- Uses business acumen to interpret information and make decisions, thinking 'outside the box' to solve problems and deliver business value
- Quickly and effectively establishes and maintains strong, mutually beneficial and long-lasting working relationships with a range of internal and external stakeholders at all levels of the business.



# **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.