

Annual Trading Calendar Lead

WHO WE ARE - KO WAI MĀTOU

At Farmlands - Te Whenua Tāroa our purpose is To be the No:1 buying group for New Zealand Farmers and Growers, and our Vision is To be the go-to for everyone connected to our land. We're always backing Kiwis - rain or shine, year in, year out.

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 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:	Chief Sales Officer
Your Team – To tīma:	Sales
Direct reports - Kaimahi:	No

The purpose of the Annual Trading Calendar Lead role is to drive the development, execution and ongoing delivery of the Annual Trading Calendar Framework for Farmlands. Whilst this position reports to the Chief Sales Officer it is intended that the incumbent develops the framework which will apply across Farmlands engaging all relevant stakeholders and leading through influence.

The initial purpose of this position is to:-

- Develop the framework by which Farmlands manages its trading calendar as one component of its operating rhythm, including the links to the agreed financial forecast, the performance against the agreed initiatives across Sales, Retail, Merchandising, Supply Chain, Marketing and Finance and the actions required to lift performance.
- Create the governance model that facilitates the effective medium and long-term planning of all marketing and promotional activities and alignment to the broader business plan and the more detailed trading plan.
- Implement the Annual Trading Calendar planning, execution and review process with all critical pathways identified in a best practice and sustainable way.
- Develop the reporting model to ensure all teams are across the current and future status of the business and promotional and broader trading activities enabling the ability for Farmlands to take proactive actions and recalibrate when required.

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

Annual Trading Calendar and performance framework development, execution and ongoing delivery

Create the overall framework to:

- Develop and obtain approval of the overall annual trading calendar with the express objective to deliver an optimised trading rhythm that meets commercial expectations.
- Ensure the framework has sufficient and clear linkages to Farmland's financials as agreed by the ET and that the measures of success can be translated into the financial performance of the co-operative.
- Develop tools and processes that track the agreed related trading initiatives and ensure the initiative owners are made accountable for delivering these on time, to budget and within the agreed quality parameters.
- Liaise with senior decision-makers across Farmlands who can co-create the activity plan to meet all business areas needs and promote collaboration. The key business areas will include Sales, Retail, Merchandising, Supply Chain and Finance.
- Create the process model that facilitates the effective medium and long-term planning of all marketing and promotional activities and alignment to the broader business plan and the more detailed trading plan. This will include a role in the development of a meeting/operational cadence.
- Develop the reporting model to ensure all teams are across the current and future status of the business and promotional and broader trading activities enabling the ability for Farmlands to take proactive actions and recalibrate when required.

General – Whānuitanga

- 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 Centre of Learning, and enabling team members to engage in learning and take ownership of their development

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, utilising systems to record 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

- Experience in a similar role with a focus on execution and developing capability in a multi-channel business
- A demonstrated people leader in a B2B and B2C environment
- Experience in the rural sector, desirable

Qualifications – Āu tohu mātauranga

- Tertiary business qualification desirable

Knowledge – Āu mōhiotanga

- In-depth knowledge of pan-business trading best practices and delivery

Skills – Āu pūkenga

- Strong stakeholder and relationship management skills
- Ability to lead and motivate teams
- A practical problem solver of complex problems
- A superior communicator with an ability to liaise to a high standard with a variety of stakeholders
- Effective interpersonal skills, including the ability to build relationships, collaborate, influence, negotiate and resolve conflict
- Skilled at effectively communicating complex or technical ideas and issues in simple, clear language so that others understand

Personal Attributes – Ōu āhuatanga

- Team player with the ability to work closely and collaboratively with other senior leaders across Farmlands
- Determination, tenacity and persistence to achieve outcomes
- Strategic thinker – recommends actions to improve and leverage opportunities
- Embraces change, recognising it is necessary to meet the changing needs of our customers and business
- Commitment to ongoing continuing professional development
- Integrity and high personal and professional standards

Addendum:

Farmlands Leadership Behaviours

CREATE	CONNECT	DELIVER	GROW
CREATE CLARITY	BUILD CONNECTIONS	DELIVER RESULTS	GROW SELF, GROW OTHERS
Understand the bigger picture – you understand our vision, strategy and plans and what’s expected on how to deliver this.	Forge connections – you have strong relationships with the people around you, your customers and communities. You create connections outside of your immediate team with those who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.	Take people with you – you inspire people through your commitment and enthusiasm to the future of our business. 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.	Have a growth mindset – your resilience helps you to be agile, 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.
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.	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.	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.	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.
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.	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.	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 grow/adapt. You are focused on building a stronger organisation tomorrow than today.	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:

LEADS SELF

<p>Create Clarity: <i>By understanding your role and how it contributes to the bigger picture you will make the right decisions</i></p>	<p>Build Connections: <i>You have strong relationships with your team and the people you work alongside to achieve success as a</i></p>	<p>Deliver results: <i>You deliver to the expectations of your role.</i></p>	<p>Adapt and grow: <i>. being agile and resilient, listening and responding to feedback, and putting in the effort</i></p>
<p>Align with the bigger picture –</p> <ul style="list-style-type: none"> work is directly aligned with our vision, strategy and plans. know what's expected and how to deliver. <p>Have a plan –</p> <ul style="list-style-type: none"> have a vision and course of action that's aligned to our strategy. help others understand how they fit in. <p>Clarify the 'why' –</p> <ul style="list-style-type: none"> understand and make it clear how activities and decisions benefit the customer and the co-operative. 	<p>Forge Connections –</p> <ul style="list-style-type: none"> create strong relationships with others. <p>Create purpose and belonging –</p> <ul style="list-style-type: none"> you and your team are united around a common goal. promote diversity and allow others to express themselves. <p>Take people with you –</p> <ul style="list-style-type: none"> inspire people through your energy, commitment and enthusiasm consider information from a range of sources in decision making. 	<p>Create structure –</p> <ul style="list-style-type: none"> plan and create structure to get things done. be agile and look to work in new ways. <p>Enable performance –</p> <ul style="list-style-type: none"> take responsibility for your performance and deliver to a high standard. <p>Think about the business –</p> <ul style="list-style-type: none"> think and make decisions with a commercial lens seek new information focused on building a stronger Farmlands. 	<p>Apply a growth mindset –</p> <ul style="list-style-type: none"> be agile, persist through challenges and learn from feedback. 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 and support others to take ownership of their development. <p>Get out of the way –</p> <ul style="list-style-type: none"> 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.

LEADS OTHERS:

<p>Create Clarity: <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>Build Connections: <i>This is about the relationships you create with your team and the teams you work closely with.</i></p>	<p>Deliver Results: <i>This is about achieving results through others.</i></p>	<p>Grow yourself, grow others: <i>Growth is how we make ourselves, our teams and our co-operative better.</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>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>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>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.