

# Branch Manager

## Kaiwhakahaere peka

### 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: Regional Retail Manager  
Your Team – To tīma: Sales and Retail  
Direct reports - Kaimahi: Up to 12

The Business Manager owns customer delivery for their branch, providing effective leadership to the branch team so that targets, consistency of branch standards and team capability requirements are successfully delivered. The Business Manager lives and leads the culture, values, policies and practices of Farmlands through effective branch operational management and people leadership. We are driving for an adaptive performance-led culture and this role leads the execution of this within the team.

### 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

## General - Whānuitanga

- Lead, develop and empower a high performing and engaged team 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 Centre of Learning, and enabling team members to engage in learning and take ownership of their development
- Establish clear targets and performance standards for the branch and evaluate performance against established standards
- Operationalising the Farmlands Plan for the branch
- Achieving determined branch financial targets
- Delivering on retail promotional and execution standards
- Co-ordinating appropriate training and coaching for the branch team
- Work with the supply chain team to achieve optimal branch inventory
- Ensure accurate handling/ processing/ stock taking of inventory by all team members
- Achieving NPS target scores
- Championing and embracing the use of technology
- Identifying marketing and sponsorship opportunities, within branch budget authority
- Working collaboratively with key stakeholders across the business
- Working with field sales team members to identify and develop relationships with key clients in the area, and identify and develop new business opportunities
- Maintaining the integrity of the Farmlands brand and developing strong relationships with key clients and industry partners

## 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

- Demonstrated people leadership experience, with a proven track record of leading and motivating teams and coaching and mentoring leaders to successful outcomes
- Demonstrated strong commercial and financial acumen, using strategic understanding of market/financials to make business decisions.
- Experience within the agricultural desirable
- Understanding and experience of retail/commercial environment (wages, inventory management, supply chain, pricing, product, promotion, legal compliance)
- Previous experience in a Store Manager/Business Manager role
- Demonstrable experience successfully leading change

**Qualifications –  
Āu tohu mātauranga**

- Established relationships within the local agricultural sector is advantageous
- Relevant tertiary qualifications in business management or similar (desirable but not essential)

**Skills –  
Āu pūkenga**

- Computer literate in Microsoft Windows environment and capable of using business information systems (e.g. CRM, POS systems)
- Proven high levels of problem solving, negotiation and presentation skills

**Personal Attributes –  
Ōu āhuatanga**

- Empowering, consultative leader who achieves results through appropriate influence and delegation.
- Pragmatic, proactive and efficient; sets clear expectations and holds people accountable to meeting these.
- Driven to achieve business development and growth, persistent in working towards desired outcomes.
- Uses business acumen to interpret information and make decisions, thinking 'outside the box' to solve problems and to grow sales.
- Communicates with passion and conviction; inclusive and people focused; values the contribution of others to create a positive team environment.
- Effectively leads others through change and promotes a growth mindset.
- 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.
- Champions a Together Stronger approach and actively role models the whole of business mindset.