Position Description: Card Partnership Specialist
Reference: 13
Date: November 26

Card Partnership Specialist

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:	Partnerships Lead
Your Team – To tīma:	Card Partnerships
Direct reports - Kaimahi:	No

The purpose of the Card Partnership Specialist is to proactively contribute and provide direct support to our Partners and Portfolio Managers. This is to ensure effective management, development and operation of the assigned Partners in the delivery of strategies and execution of tailored marketing and event planning.

The Partnership Specialist will work collaboratively with the Portfolio Managers, Operations specialist and assigned Card Partners and Farmlands business units utilizing a proactive growth strategy as a guiding principle in the development of initiatives to promote Partners and deliver on agreed objectives.

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 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

- Providing relationship management and support to Card Partners and the wider Card Team
- Managing the Card Specialist Inbox
- Liaising and interacting with all internal stakeholders that may influence the successful delivery and outcome of key initiatives
- Ensuring efficient and effective internal and external communication is of a high standard
- Maintaining information in the required information management systems
- Supporting the management of Partners across portfolios as well as cover for Portfolio Managers as required. Responsibilities may include supporting a category strategy for Partners liaising on marketing, promotion and events, plus associated administration to ensure a successful outcome
- Supporting programmes and strategies to assist with the generation of a pipeline of referrals and or engagement activity for our Partners with appropriate support in activation and delivery
- In conjunction with the Portfolio Managers, work collaboratively to ensure deliverables under the category strategy and any partnership plans are met
- Manage the administration side of marketing of Partners' bookings, confirmations of marketing and events including supporting expense recovery
- Investigating market trends and contributing to conducting market research including external calls to shareholders and Partners as required
- Input into managing aspects of any agreed "Lead Management Process", including monitoring, tracking and reporting
- Providing regular reports as required and ensuring reports are provided promptly, accurately and contain all relative information

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

- Sales / customer service experience
- Experience using AI Tools
- Administration experience
- Ideally experience with frontline account management (in person or telephone)
- Experience using a CRM system
- Operational experience working with management to analyse and understand business systems and information
- Hands on experience or exposure to marketing and promotions
- Project management experience or insight
- Accustomed to working in a dynamic, high paced environment

Qualifications – Āu tohu mātauranga

- No specific requirement

Knowledge – Āu mōhiotanga

- No specific requirement

Skills – Āu pūkenga

- Excellent relationship building skills
- Excellent computer skills, particularly in Microsoft Office suite
- Sound judgement and organisational skills

- Excellent planning and programme management skills
- Excellent interpersonal and communication skills
- Methodical and logical with attention to detail

Personal Attributes – Ōu āhuatanga

- Team player, with the ability to work closely and collaboratively
- Portrays a professional image to all stakeholders (internal and external) and actively develops and supports Farmlands' and Partner initiatives
- Goal orientated, however, understands achievement may be a long-term journey
- Focused and self-motivated to achieve goals
- Demonstrates energy, determination, tenacity and persistence to achieve outcomes
- Methodical and logical with attention to detail
- Consultative and flexible in approach
- Maintains a high standard of ethical practice, reliable and trustworthy
- Takes personal responsibility and ownership for agreed outcomes
- Commitment to on-going continuing professional development

Appendix:

Everyday Leadership Behaviours

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.

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People & Safety
June 2026

The Four Leadership Behaviours

Create *Create Clarity*	Connect *Build Connections*	Deliver *Deliver Results*	Grow *Grow Self, Grow Others*
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.	**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.	**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.	**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.

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Lead Self - how this shows up in everyday behaviour:

Create
Create Clarity

By understanding your role and how it contributes to the bigger picture you will make the right decisions.

Align with the bigger picture

- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

Have a plan

- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

Clarify the 'why'

- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

Connect
Build Connections

You have strong relationships with your team and the people you work alongside to achieve success in your role.

Forge connections

- Create strong relationships with others.

Create purpose and belonging

- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

Take people with you

- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

Deliver
Deliver Results

You deliver to the expectations of your role.

Create structure

- Plan and create structure to get things done.
- Be agile and look to work in new ways.

Enable performance

- Take responsibility for your performance and
- deliver to a high standard.

Think about the business

- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

Grow
Grow Self, Grow Others

Being agile and resilient, listening and responding to feedback, and putting in the effort .

Apply a growth mindset

- Be agile, persist through challenges and learn from feedback.
- Actively engage in self-development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

Get out of the way

- 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.

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Lead Others – how this shows up in everyday behaviour:

Create
Create Clarity

By understanding your role and how it contributes to the bigger picture you will make the right decisions.

Align with the bigger picture
- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

Have a plan
- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

Clarify the 'why'
- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

Connect
Forge Connections

You have strong relationships with your team and the people you work alongside to achieve success in your role.

Forge connections
- Create strong relationships with others.

Create purpose and belonging
- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

Take people with you
- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

Deliver
Deliver Results

You deliver to the expectations of your role.

Create structure
- Plan and create structure to get things done.
- Be agile and look to work in new ways.

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- Take responsibility for your performance and
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Think about the business
- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

Grow
Grow Self, Grow Others

Being agile and resilient, listening and responding to feedback, and putting in the effort .

Apply a growth mindset
- Be agile, persist through challenges and learn from feedback.
- Actively engage in self-development and apply learnings.

Develop capability
- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

Get out of the way
- 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.

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Lead Leaders – how this shows up in everyday behaviour:

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

Forge 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.

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