

Content Specialist

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 - whakamauiā 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:	General Manager – Marketing / Customer
Your Team – To tīma:	Marketing / Customer
Direct reports - Kaimahi:	Nil

The purpose of the Content Specialist is to own key brand-level publications (such as Farmlander magazine) aimed at engaging, educating, and informing our customers in support of our business objectives, as well as concept and write copy for a range of customer-facing print and digital marketing assets. The Content Specialist also helps to maintain the brand tone of voice for the co-operative.

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

Ensure the production of key brand and other (as required) publications on time and budget

- Collaborate **with internal teams** and external partners to deliver a cohesive content experience that supports Farmlands' brand and business objectives
- **Partner with commercial and marketing teams** for advertising funding to support content initiatives and ensure they are both impactful and financially viable.
- Create **targeted content** that drives engagement and advertising revenue by understanding the unique needs of different audiences and farm types.

Working closely with the creative marketing team to concept and deliver engaging content for a range of marketing outcomes

- Contribute to an outstanding experience for shareholders and customers, by understanding their needs and creating relevant content to meet those needs across multiple channels.
- Craft and plan suites of content for major campaigns, across channels ranging from articles to social media posts
- Proof and edit key publications and channel content.
- Engage with internal and external audiences and inspire them to contribute content.
- Work closely with Creatives and Digital Specialists to ensure content is fit for channel purpose.
- Create relevant content for our customer segments by bringing the expertise, knowledge, and solutions our people offer to life on a regular basis, to give us a competitive advantage.

Support the broader business to maintain brand tone of voice

- Be a champion of the tone of voice we use across Farmlands to deliver a consistent brand experience
- Build strong relationships based on trust, honesty and a mutual desire for effective and creative solutions with internal partners, and positively mentor parts of the business on tone of voice

Support the business and broader Customer team as required with content production

- Support other functions with Farmlands, as required, that may need editorial or content support as required when they are short of resource, such as the Communications Team

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

- 5+ years in content, communications, or editorial roles (Editor/Sub-Editor of a magazine, newspaper)
- Experience in a range of copywriting including editorial, advertising, online, social media
- Ideally some agricultural knowledge and understanding of the rural sector.
- An established network of contributors, freelancers, photographers within the agricultural sector

Qualifications – Āu tohu mātauranga

- Tertiary qualification in marketing, communications, or journalism.

Knowledge –

- No specific requirement

Āu mōhiotanga

Skills –

Āu pūkenga

- Current and valid driver's license.
- Strong journalistic integrity and writing flair.
- Superior communication skills.
- Strong interpersonal skills.
- Planning, organising and coordination skills.

Personal Attributes – Ōu āhuatanga

- A team player with the ability to work closely and collaboratively with senior leaders.
- Portrays a professional image to customers (internal and external) and actively supports Farmlands initiatives.
- A desire and ability to be creative and think outside of the square to create memorable and retained content.
- Ability to galvanise and inspire a team to execute in tight timelines across a range of editorial channels.
- Demonstrates high levels of 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.
- Completion of all assignments on time, within scope and budget.
- Maintain a high level of accuracy / attention to detail.