

# External Communications and Channel Specialist

## Mātanga Auahatanga Pāhake

### 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 tākohā**

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:	Communications Lead
Your Team – To tīma:	Marketing & Communications
Direct reports - Kaimahi:	No

The External Communications & Channels Specialist is responsible for the operational management, coordination, and continuous improvement of Farmlands' external communication channels. This includes overseeing the day-to-day deployment of external EDMs, digital content and other media touchpoints to ensure they work together cohesively and consistently.

This role ensures the content provided by internal teams is accurate, aligned, audience appropriate, and published efficiently. The Specialist maintains content and channel calendars, ensures visibility of upcoming activity, guides teams on best practice use of channels, and provides insights on performance, trends, and customer engagement.

The role takes an outside in, customer focused approach, ensuring communications are easy to understand, accessible, and delivered through the most appropriate channels. It also plays a key role in identifying channel issues or risks and escalating when required and reduces single points of failure across Farmlands communications channels.

## 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**

#### **Coordinate External Channels**

- Manage the scheduling and publication of content across channels.
- Ensure content is properly formatted for the channel it will appear on.
- Confirm that all required approvals are completed before publishing.
- Sequence communications to avoid duplication or audience overload.
- Manage a centralised communications calendar.
- Provide visibility to teams on upcoming posts, updates, and campaigns.
- Align timing across channels so messaging is cohesive.

#### **Provide Channel Insights & Reporting**

- Track and report on channel metrics (website traffic, social engagement, EDM performance).
- Identify trends, audience behaviours, relevant competitor activity and areas for improvement.
- Make recommendations to enhance channel effectiveness.
- Maintain dashboards or regular reporting cycles.

#### **Support Internal Stakeholders**

- Guide teams on best practice use of channels.
- Advise which channel is the best fit for a particular message or audience.
- Help teams prepare clear communication briefs aligned to channel requirements.
- Ensure content submitted is appropriate for the intended audience.

#### **Manage Workflow & Requests**

- Run the intake process for external communication requests.
- Prioritise requests based on channel capacity, customer value, and business priorities.
- Coordinate with other teams (e.g., creative, marketing, digital) to ensure smooth workflows.
- Keep track of what's coming, what's scheduled, and what needs attention.
- Build and manage the marketing production schedule, balancing campaigns, BAU, and rapid-turnaround needs.
- Ensure work is well briefed, delivered to standard, and integrated into workflows.

### **Ensure Quality & Governance Standards**

- Check content for consistency, brand alignment, accuracy, accessibility, and clarity.
- Ensure content meets channel guidelines and is ready for publication.
- Maintain documentation such as guidelines, processes, and checklists.

### **Identify & Escalate Issues**

- Spot potential risks, inaccurate information, or unclear messaging before publishing.
- Escalate reputational or customer impact issues to senior communications leaders.
- Ensure sensitive communications follow appropriate sign-off processes.

### **Keep a Customer First, Outside In Focus**

- Review communications through the lens of the customer or external audience.
- Identify where content may be confusing, overly internal, or poorly targeted.
- Advocate for simplicity, clarity, and audience relevance across channels.
- Champion the Farmlands brand in line with the brand guidelines

**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**

- A minimum of 12 months' work experience demonstrating the ability to streamline operations, prioritise and drive efficiencies
- Experience in managing multiple channels across a variety of marketing and communications platforms
- Experience managing marketing automation platforms such as Hubspot, Braze, Iterable or salesforce marketing cloud to deliver multiple channel communications.

### **Qualifications –**

#### **Āu tohu mātauranga**

- Tertiary qualification in Marketing or Communications is desirable but not essential.

### **Knowledge –**

#### **Āu mōhiotanga**

- Workflow or process optimisation, or design thinking frameworks
- Understanding of marketing communications compliance and Privacy Act compliance
- Current full Driver's License.

### **Skills –**

#### **Āu pūkenga**

- Sound judgement and outstanding organizational and administration skills
- Proficient in Microsoft suite, demonstrated ability to use software to drive efficiencies.
- Excellent written and communication skills
- Ability to work under pressure, with tight turnarounds and at times, multiple briefs

### **Personal Attributes –**

- Ability to collaborate with teammates and back good work
- Team player with the ability to work closely and collaboratively with a range of stakeholders
- Embraces feedback

## **Ōu āhuatanga**

- Portrays a professional image to customers (internal and external) and actively supports Farmlands initiatives.
- Consultative and flexible in approach
- Maintains a high standard of ethical practice; reliable and trustworthy.