

Finance Analyst

Kaitātari Pūtea Pakihi



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 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:	Commercial Analyst
Your Team – To tīma:	Commercial
Direct reports - Kaimahi:	No

The Finance Analyst is responsible for delivering accurate and insightful analysis to support commercial decision-making across the business with a focus across Sales, Retail, and Merchandise. Working within the Commercial team, this role plays a key part in margin management and GM improvement across the business — providing timely, high-quality analysis that enables stakeholders to understand performance, identify risks and opportunities, and drive better commercial outcomes. This role requires strong analytical skills, a passion for data, and the ability to communicate confidently across all levels of the business.

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

Commercial & Margin Analysis

- Provide timely and accurate revenue, GM and KPI analytics across Sales, Retail, and Merchandise to inform commercial decisions.
- Analyse sales performance, margin drivers, discounting behaviour, customer purchasing trends, and external market factors to identify and highlight opportunities and risks impacting revenue and profitability across Sales, Retail, and Merchandise.
- Support margin management and improvement initiatives by providing analytical insight into margin variances, discounting impacts, product and channel profitability, and pricing effectiveness across the business.
- Leverage analytical tools and platforms — including AI tooling, PowerBI and other emerging technologies — to drive efficiency, improve the quality and speed of insight delivery, and continuously raise the capability of the team's analytical output

Stakeholder Partnering

- Partner with key stakeholders across the business to understand their information needs and deliver targeted insights that drive commercial performance and margin improvement.
- Collaborate closely with GM Commercial, Commercial Analytics Manager, Finance Business Partners, and the remaining finance team to provide a holistic view of business performance and communicate risks and opportunities.

Reporting & Continuous Improvement

- Develop and maintain reporting tools and dashboards to improve visibility and enable fast and informed decision-making.
- Champion continuous improvement and innovation in analysis and reporting processes, exploring innovative ways to present information and drive commercial insight.
- Contribute to the preparation and delivery of commercial financial reporting packs

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

- Experience with data visualisation and reporting tools (e.g., Power BI, AI technology) is desirable.
- Familiarity with margin management, discounting analysis, or commercial finance in a retail, FMCG, or agricultural environment is desirable.

Skills – Āu pūkenga

- Strong analytical and problem-solving skills with a passion for data.
- Proficiency in financial analysis and business performance metrics.
- Excellent communication and stakeholder engagement skills.
- Ability to influence decisions through clear, evidence-based insights.

Personal Attributes – Ōu āhuatanga

- Self-motivated and collaborative team player.
- Confident communicator with the ability to engage stakeholders at all levels.
- Commercially curious — looks for the 'so what' behind the numbers.
- Committed to continuous improvement and innovation.



THE FOUR BEHAVIOURS OF EVERYDAY LEADERSHIP

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.

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD SELF)

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p><i>By understanding your role and how it contributes to the bigger picture you will make the right decisions.</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><i>You have strong relationships with your team and the people you work alongside to achieve success in your role.</i></p> <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><i>You deliver to the expectations of your role.</i></p> <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><i>Being agile and resilient, listening and responding to feedback, and putting in the effort.</i></p> <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.