

Head of Brand and Communications

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 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 and Customer Engagement
Your Team – To tīma:	Brand and Comms
Direct reports - Kaimahi:	Yes

As Head of Brand and Comms you will be playing a key role within Farmlands to drive our initiatives in enhancing brand awareness to support customer engagement and managing Farmlands' 'voice' for strategic communications across the co-operative. This role will focus on the overall brand (inclusive of sponsorship and events) and communications strategy and plans and lead the teams to ensure our internal and external stakeholders understand and support us to drive engagement and retention.

In addition to delivering the execution of the brand and comms strategies, you will be responsible for creating a culture of customer-centricity within Farmlands, ensuring that every team member understands and contributes to the overarching goal of delivering exceptional shareholder and customer experiences.

You will be a forward -thinking leader with a passion for innovation, with the ability to navigate and optimize the evolving landscape of brand and comms programs which deliver superior outcomes for our teams and customers.

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

Key Responsibilities

Brand

- Responsible for the development and enhancement of Farmlands brand architecture and strategy to ensure a consistent and impactful market presence- includes all exclusive brands, nutrition brands, private label brands
- Monitor brand performance metrics and market trends, identifying strategic opportunities for growth and differentiation
- Lead team in maintaining brand integrity and elevating brand recognition across all channels.
- In conjunction with leadership team develop Farmlands Brand positioning, value proposition and communicate to rest of the organisation.
- Protect and grow the value of our brands.
- Ensure all relevant markets understand the key points of difference of our business.
- Ensure a consistent brand position is maintained across current and future customer touch points; advertising, communications, and the retail network.

Communications

- Establish and implement comprehensive communication strategies that effectively articulate the brand message to all stakeholders.
- Direct internal and external communications, ensuring alignment with organisational goals and fostering a unified corporate narrative.
- Responsible for the broad range of Farmlands' communications activities including but not limited to; strategic communications, media and public relations, stakeholder relations, shareholder communications, internal communications, and crisis and issues management.

Partnerships and Events

- Responsible for the sponsorship and events strategy for Farmlands that is aligned with our overall brand strategy, including managing annual budgets to maximise positive brand outcomes from investment
- Leading team to deliver events and experiences – on time and on budget
- Build enduring relationships and sponsorships with the right partners based on mutual desire for effective and creative solutions
- Embrace and champion new and innovative solutions, channels and activities that are measurable.

Leadership

- Establish, lead and coach a high performing team that delivers innovative solutions
- 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
- Participate and contribute to the preparation of annual business and strategic plans and corresponding annual operating budgets.

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
- Champion agile ways of working and continuous improvement practices

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

- Experience leading a diverse team of Brand and Comms professionals
- Previous experience in a Brand and/or Comms role for a large, complex organisation
- Experience managing large, complex projects
- Some retail and/or rural understanding (desirable)

Qualifications – Āu tohu mātauranga

- Tertiary qualified in relevant field (desirable)

Knowledge – Āu mōhiotanga

- Knowledge of agriculture service industry (desirable)

Skills – Āu pūkenga

- Superior communication skills and an ability to liaise to a high standard with a variety of stakeholders
- Sound commercial and financial acumen, and proficient strategic and analytical skills
- Strong leadership skills with a proven ability to lead, inspire and motivate change.
- Persuasive communication and stakeholder management skills
- Has a clear view of the vision for the business and communicates this in a way that motivates and inspires others to seek higher levels of performance.

**Personal Attributes –
Ōu āhuatanga**

- An entrepreneurial change-agent who challenges the status quo and brings people on that journey
- Effective interpersonal skills including the ability to collaborate, influence, negotiate, resolve conflicts and effectively coach others to improve engagement and performance
- The ability to see the big picture and develop long-term strategies that align to brand initiatives with customer needs and business goals.
- An analytical mindset with a data driven approach to decision-making, with the capability to analyse market trends, customer feedback, and performance to inform strategies and optimize results.
- A willingness and ability to share your thoughts and ideas openly with other people
- An ability to initiate fresh thinking with a view to find and explore new ways to stimulate ideas
- Have the qualities of leadership and be proactive, inspirational and responsible in dealing with all stakeholders. Be able to maintain a growth mindset and 'can-do' attitude at all times.
- Quickly and effectively establish and maintain strong, mutually beneficial and long-lasting working relationships with a range of internal and external stakeholders
- An absolute focus on performance excellence
- Inspiring, consultative and authentic leader who is regularly visible, engages with others to develop solutions and creates a great working environment

Addendum:

Farmlands Leadership Behaviours

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 and what's expected on how to deliver this.</p>	<p>Forge connections – you have strong relationships with the people around you, your customers and communities. You create connections outside of your immediate team with those who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.</p>	<p>Take people with you – you inspire people through your commitment and enthusiasm to the future of our business. 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>Have a growth mindset – your resilience helps you to be agile, 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>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>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>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>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>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>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>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 grow/adapt. You are focused on building a stronger organisation tomorrow than today.</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:

LEADS SELF

Create Clarity: <i>By understanding your role and how it contributes to the bigger picture you will make the right decisions</i>	Build Connections: <i>You have strong relationships with your team and the people you work alongside to achieve success as a</i>	Deliver results: <i>You deliver to the expectations of your role.</i>	Adapt and grow: <i>. being agile and resilient, listening and responding to feedback, and putting in the effort</i>
Align with the bigger picture – <ul style="list-style-type: none"> work is directly aligned with our vision, strategy and plans. know what's expected and how to deliver. Have a plan – <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. Clarify the 'why' – <ul style="list-style-type: none"> understand and make it clear how activities and decisions benefit the customer and the co-operative. 	Forge Connections – <ul style="list-style-type: none"> create strong relationships with others. Create purpose and belonging – <ul style="list-style-type: none"> you and your team are united around a common goal. promote diversity and allow others to express themselves. Take people with you – <ul style="list-style-type: none"> inspire people through your energy, commitment and enthusiasm consider information from a range of sources in decision making. 	Create structure – <ul style="list-style-type: none"> plan and create structure to get things done. be agile and look to work in new ways. Enable performance – <ul style="list-style-type: none"> take responsibility for your performance and deliver to a high standard. Think about the business <ul style="list-style-type: none"> think and make decisions with a commercial lens seek new information focused on building a stronger Farmlands. 	Apply a growth mindset – <ul style="list-style-type: none"> be agile, persist through challenges and learn from feedback. actively engage in self-development and apply learnings. Develop capability – <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. Get out of the way – <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.

LEADS OTHERS:

Create Clarity: <i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i>	Build Connections: <i>This is about the relationships you create with your team and the teams you work closely with.</i>	Deliver Results: <i>This is about achieving results through others.</i>	Grow yourself, grow others: <i>Growth is how we make ourselves, our teams and our co-operative better.</i>
Understand the bigger picture – <ul style="list-style-type: none"> understand our vision, strategy and plans. know what's expected of you and how you should deliver this. Have a plan – <ul style="list-style-type: none"> 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' – <ul style="list-style-type: none"> make it clear how activities and decisions benefit the customer and the co-operative. provide further context where required to overcome resistance. 	Forge connections – <ul style="list-style-type: none"> create strong relationships with your team and others who have an influence on your work. Create purpose and belonging – <ul style="list-style-type: none"> create meaning for your team by uniting them around a common goal. authentic and promote diversity. Take people with you – <ul style="list-style-type: none"> inspire others through your energy, commitment and enthusiasm. lead by example through consistency and demonstrating the Farmlands Leadership behaviours. 	Create structure – <ul style="list-style-type: none"> 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 – <ul style="list-style-type: none"> 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 – <ul style="list-style-type: none"> 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. 	Have a growth mindset – <ul style="list-style-type: none"> embrace the new and lead with agility actively engage in self-development and apply learnings. Develop capability – <ul style="list-style-type: none"> 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 – <ul style="list-style-type: none"> 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.