

Key Account Manager

Kaiwhakahaere Pūkete matua

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 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:	Head of Key Accounts and Strategic Partnerships
Your Team – To tīma:	Sales
Direct reports - Kaimahi:	N/A

Reporting to the Head of Key Accounts and Strategic Partnerships, you will be responsible for implementing our strategic plan with clear sales targets, account retention and growth plans. You will focus on supporting Farmlands to expand and develop our relationships, and ensure strong and sustainable business partnerships are developed with large corporate customers and key accounts across your region. You will develop and maintain the profitability of the Co-operative by building strong relationships with key external stakeholders and to establish mutually beneficial solutions for our shareholders.

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

- Support Farmlands sales with strategic and daily business activities as directed.
- Develop business plans, budgets, implementation and establishment of strategies and achieve agreed growth budgets with key accounts
- Build develop and implement strategies with all key accounts to ensure commercial alignment
- Maintain regular contact with key accounts to ensure maintenance of business and offer service solutions within the designated region
- Ensure all customer visits and opportunities are loaded into the Farmlands system CE, CRM tool to capture and analyse current and new business opportunity and leads
- Ensure Account plans are loaded into Farmlands system CE, CRM tool to capture at a minimum of the top 20 users by volume & margin and analyse & understand in depth the relationship.
- Actively participate in the wider Farmlands strategy to upsell and cross sell opportunities to our client base supporting the wider needs of the Co-operative.
- Collaborate and influence with other business units within Farmlands to identify and leverage new added-value business opportunities.
- Develop and deliver strategically valuable new business opportunities to drive new and innovative products and channel delivery within Farmlands.
- Liaise with key external stakeholders to actively prospect for new business within target markets.
- Actively report market insights monthly to the Head of Key Accounts and Strategic Partnerships
- Provide regular reports detailing market trends and identify significant business opportunities and issues that may materially impact on the business.
- Continuously seek improvements to ensure Farmlands achieves its financial and long term business objectives through effective management of activities.
- Actively participate in Farmlands promotions & client events as required.
- Manage client communications and ensure all are documented in a timely manner and appropriate records are maintained.
- Ensure service delivery is timely, prompt, reliable and personalised to each client as appropriate.
- Ensure services offered are competitive, user friendly and meet customer requirements.
- Build and maintain effective, strategic, and long-lasting relationships ensuring seamless implementation of a Farmlands experience.
- Ensure that the customer perspective is a driving force behind business decisions and activities.

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

- Proven sales and account management experience in a medium to large organization essential.
- Agricultural experience highly desirable.
- Proven experience in development and delivery of a sales strategy.
- Connection and credibility in the relevant region highly desirable.

**Qualifications –
Āu tohu mātauranga**

- Relevant tertiary qualifications in business management or similar (desirable but not essential) or equivalent business experience.

**Knowledge –
Āu mōhiotanga**

- No specific requirement

**Skills –
Āu pūkenga**

- Strategic thinker – strong commercial nous and ability to analyse and understand financial drivers of business.
- Strong negotiation capability.
- Strong strategic and commercial acumen skills.
- Well-developed negotiation and presentation skills.
- Excellent communication skills.

**Personal Attributes –
Ōu āhuatanga**

- Creativity, innovation and the ability to think ‘out-of-the-box’ in problem solving.
- Ability to influence others and move toward a common vision or goal.
- Flexible and adaptable; able to work in ambiguous situations.
- Works well under pressure, with a high level of organisational and time management skills.
- Demonstrates high levels of energy, determination, tenacity, and persistence to achieve outcomes.
- An ability to initiate fresh thinking with a view to find and explore new ways to stimulate ideas; effectively leads team through change and promotes growth mindset.
- Quickly and effectively establishes and maintains strong, mutually beneficial, and long-lasting working relationships.
- Team player with the ability to work closely and collaboratively with other leaders.
- Strategic thinker – recommends actions to improve and leverage opportunities.
- Embraces change, recognising it is necessary to meet the changing needs of our customers and business.



EVERYDAY LEADERSHIP BEHAVIOURS

WE'RE OUT
HERE TOO.



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

Create Clarity

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.

Connect

Build Connections

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.

Deliver

Deliver Results

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.

Grow

Grow Self, Grow Others

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.

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD SELF)

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.