

# Marketing Lead

## 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

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 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:	Head of Unified Marketing
Your Team – To tīma:	Unified Marketing
Direct reports - Kaimahi:	No

As Marketing Lead, you will drive the end-to-end delivery of integrated marketing campaigns that support our customer segments and key business priorities. Working closely with internal teams and external partners, you'll identify opportunities where marketing can deliver measurable commercial and customer value. From strategy development through to execution and performance review, you will plan, coordinate, and deliver campaigns that meet objectives on time, on budget, and with minimal friction.

This role involves collaborating with a wide range of stakeholders across the Co-operative, including agency partners, card partners, and suppliers, ensuring campaigns are aligned, well-executed, and deliver meaningful outcomes for our customers and 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

- Report to the Head of Unified Marketing, bringing concepts, ideas, and campaigns to fruition.
- Work with agencies and the in-house studio team to deliver creative, commercially driven, and customer-focused campaigns across relevant media and channels.
- Collaborate with customer and data teams to gather insights, ensuring marketing efforts are aligned with customer and shareholder needs and delivering timely, relevant, and meaningful campaigns.
- Support the development of creative concepts and media plans using data to target the right audiences and optimize reach.
- Take ownership of campaign delivery, managing end-to-end development, ensuring clear communication of activity and performance across the business and relevant stakeholders.
- Analyse and interpret campaign outcomes vs objectives, identify areas for improvement, and adjust strategies to optimise performance.
- Ensure all creative work is on-brand, authentic, and engaging, connecting with shareholders and customers.
- Manage agency relationships, including time, costs, and processes, to ensure value within budget.
- Traffic work through the studio effectively, focusing on tasks with strong commercial outcomes for Farmlands and benefits for shareholders and customers.
- Build strong, trust-based relationships with internal teams and external partners to foster effective and creative solutions.
- Work with regional leaders and retail stakeholders to improve campaign relevance, enhance the in-store experience, and leverage insights from frontline interactions.
- Regularly spend time in the field (retail and with field staff) to maintain an up-to-date understanding of the business.
- Work closely with the campaign team to align strategy, ensure the right messages are in market, and adapt to commercial needs with agility to achieve collective goals.

### 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' marketing management and campaign experience
- Experience in briefing marketing requirements and managing stakeholders
- Previous experience in automating marketing journeys desired

### Qualifications – Āu tohu mātauranga

- Bachelor's Degree in Marketing or similar

### Knowledge – Āu mōhiotanga

- Sound knowledge of marketing strategy and execution across B2B, B2C and service industries
- Proven understanding and appreciation of customer and commercial propositions
- Knowledge of agriculture service industry is desirable but not essential
- Prior experience working with advertising agencies, channels and processes

### Skills – Āu pūkenga

- Proven capability in executing campaigns and concepts across a broad range of channels
- Demonstrated ability to use data insights to inform practice and campaigns
- Ability to sell ideas, creative work and the investment required to deliver quality and effective work
- Sound judgement and outstanding organisational skills.
- Excellent planning and programme management skills.

### Personal Attributes – Ōu āhuatanga

- Has the desire and ability to be creative and think outside of the square to create memorable and talked about campaigns



## 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><b>Understand the bigger picture</b> – 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><b>Have a plan</b> – 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><b>Clarify the 'why'</b> – 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><b>Forge connections</b> – 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><b>Create purpose and belonging</b> – 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><b>Take people with you</b> – 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><b>Create structure</b> – 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><b>Think and act like an owner</b> – 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><b>Insights driven</b> – 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><b>Have a growth mindset</b> – 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><b>Develop capability</b> – 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><b>Get out of the way</b> – 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><b>Align with the bigger picture</b></p> <ul style="list-style-type: none"> <li>Work is directly aligned with our vision, strategy and plans.</li> <li>Know what's expected and how to deliver.</li> </ul> <p><b>Have a plan</b></p> <ul style="list-style-type: none"> <li>Have a vision and course of action that's aligned to our strategy.</li> <li>Help others understand how they fit in.</li> </ul> <p><b>Clarify the 'why'</b></p> <ul style="list-style-type: none"> <li>Understand and make it clear how activities and decisions benefit the customer and the co-operative.</li> </ul>	<p><i>You have strong relationships with your team and the people you work alongside to achieve success in your role.</i></p> <p><b>Forge connections</b></p> <ul style="list-style-type: none"> <li>Create strong relationships with others.</li> </ul> <p><b>Create purpose and belonging</b></p> <ul style="list-style-type: none"> <li>You and your team are united around a common goal.</li> <li>Promote diversity and allow others to express themselves.</li> </ul> <p><b>Take people with you</b></p> <ul style="list-style-type: none"> <li>Inspire people through your energy, commitment and enthusiasm.</li> <li>Consider information from a range of sources in decision making.</li> </ul>	<p><i>You deliver to the expectations of your role.</i></p> <p><b>Create structure</b></p> <ul style="list-style-type: none"> <li>Plan and create structure to get things done.</li> <li>Be agile and look to work in new ways.</li> </ul> <p><b>Enable performance</b></p> <ul style="list-style-type: none"> <li>Take responsibility for your performance and deliver to a high standard.</li> </ul> <p><b>Think about the business</b></p> <ul style="list-style-type: none"> <li>Think and make decisions with a commercial lens.</li> <li>Seek new information focused on building a stronger Farmlands.</li> </ul>	<p><i>Being agile and resilient, listening and responding to feedback, and putting in the effort.</i></p> <p><b>Apply a growth mindset</b></p> <ul style="list-style-type: none"> <li>Be agile, persist through challenges and learn from feedback.</li> <li>Actively engage in self-development and apply learnings.</li> </ul> <p><b>Develop capability</b></p> <ul style="list-style-type: none"> <li>Coach others to build capability and achieve their potential.</li> <li>Know and support others to take ownership of their development.</li> </ul> <p><b>Get out of the way</b></p> <ul style="list-style-type: none"> <li>Empower others by creating space for them to do their best work.</li> <li>Make it safe for others to try new things and learn from mistakes.</li> </ul>

## HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD OTHERS)

Create	Connect	Deliver	Grow
Create Clarity	Build Connections	Deliver Results	Grow Self, Grow Others
<p><i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i></p> <p><b>Understand the bigger picture</b></p> <ul style="list-style-type: none"> <li>Understand our vision, strategy and plans.</li> <li>Know what's expected of you and how you should deliver this.</li> </ul> <p><b>Have a plan</b></p> <ul style="list-style-type: none"> <li>Establish a vision and course of action that's aligned to our strategy.</li> <li>Help others understand their contribution to our vision and strategy.</li> </ul> <p><b>Clarify the 'why'</b></p> <ul style="list-style-type: none"> <li>Make it clear how activities and decisions benefit the customer and the co-operative.</li> <li>Provide further context where required to overcome resistance.</li> </ul>	<p><i>This is about the relationships you create with your team and the teams you work closely with.</i></p> <p><b>Forge connections</b></p> <ul style="list-style-type: none"> <li>Create strong relationships with your team and others who have an influence on your work.</li> </ul> <p><b>Create purpose and belonging</b></p> <ul style="list-style-type: none"> <li>Create meaning for your team by uniting them around a common goal.</li> <li>Authentic and promote diversity.</li> </ul> <p><b>Take people with you</b></p> <ul style="list-style-type: none"> <li>Inspire others through your energy, commitment and enthusiasm.</li> <li>Lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</li> </ul>	<p><i>This is about achieving results through others.</i></p> <p><b>Create structure</b></p> <ul style="list-style-type: none"> <li>Plan and create structure to get things done.</li> <li>Agile and look to work and lead your team in new ways.</li> </ul> <p><b>Think and act like an owner</b></p> <ul style="list-style-type: none"> <li>Take responsibility for your performance and delivering to a high standard</li> <li>Set clear expectations for every team member and hold them to account.</li> </ul> <p><b>Insights driven</b></p> <ul style="list-style-type: none"> <li>make decisions with a commercial lens and seek new information to generate ideas.</li> <li>innovate, disrupt and challenge the norm.</li> <li>focus on building a stronger Farmlands.</li> </ul>	<p><i>Growth is how we make ourselves, our teams and our co-operative better.</i></p> <p><b>Have a growth mindset</b></p> <ul style="list-style-type: none"> <li>Embrace the new and lead with agility.</li> <li>Actively engage in self-development and apply learnings.</li> </ul> <p><b>Develop capability</b></p> <ul style="list-style-type: none"> <li>Coach others to build capability and achieve their potential.</li> <li>Know your team and support and empower them to learn, grow and develop.</li> </ul> <p><b>Get out of the way</b></p> <ul style="list-style-type: none"> <li>Empower others by delegating and creating space for them to do their best work.</li> <li>Make it safe for others to try new things and learn from mistakes.</li> </ul>