

# Marketing Operations 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

#### 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: Brand Marketing Lead

Your Team – To tīma: Marketing & Communications

Direct reports - Kaimahi: No

The Marketing Operations Specialist leads the Creative & Design Studio, managing and optimising the end-to-end marketing-to-creative output process across the entire Marketing and Brand team. You will lead the streamlining, prioritisation, planning, and traffic management for all marketing and brand requests—including design, copywriting, digital assets, social content, print materials, internal comms, and campaign production.

The role strengthens delivery across commercial, brand, and internally driven marketing campaigns, ensuring more efficient briefing processes, predictable workflows, better prioritisation, higher throughput, and consistent quality. You will drive efficiency in the end-to-end process of key communications such as our monthly mailer/trader and EDMs, supporting the implementation and optimisation of Farmlands' new marketing automation platform to help streamline edm processes.

## KEY ACCOUNTABILITY AREAS – NGĀ WĀHANGA MAHI

**Safety and wellbeing -** 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**

**Workflow Leadership & Prioritisation**

- Lead intake, triage and prioritisation of all marketing and content requests across commercial, brand, and internal workstreams.
- Allocate work across internal teams and freelancers; remove low-value or unclear requests to protect focus.

**Process Improvement & Operational Efficiency**

- Map, streamline, and standardise end-to-end workflows for all content types (design, copy, social, digital, print).
- Improve recurring processes for mailer/trader, EDMs, and BAU communications to lift end-to-end speed and consistency.
- Identify bottlenecks and simplify handovers to increase throughput without increasing workload or complexity.
- Report on workflow metrics, SLAs, turnaround times, workload distribution, and capacity; use insights to recommend improvements.

**Marketing Automation Enablement**

- Support optimisation of the marketing automation platform and conversion of manual steps into automated workflows, templates, and reusable assets.
- Enable the wider team to use automation for more efficient campaign and communication delivery.

**Resource & Capacity Management**

- 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.

**These may change from time to time to meet operational or other requirements.**

## WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

<b>Experience –</b> <b>Āu tautōhitotanga</b>	<ul style="list-style-type: none"><li>• A minimum of 12 months' work experience demonstrating the ability to streamline operations, prioritise and drive efficiencies</li></ul>
<b>Qualifications –</b> <b>Āu tohu mātauranga</b>	<ul style="list-style-type: none"><li>• Tertiary qualification in Marketing or Commerce is desirable but not essential.</li></ul>
<b>Knowledge –</b> <b>Āu mōhiotanga</b>	<ul style="list-style-type: none"><li>• Workflow or process optimisation, or design thinking frameworks</li><li>• Current full Driver's License.</li></ul>
<b>Skills –</b> <b>Āu pūkenga</b>	<ul style="list-style-type: none"><li>• Sound judgement and outstanding organizational and administration skills</li><li>• Proficient in Microsoft suite, demonstrated ability to use software to drive efficiencies.</li><li>• Excellent written and communication skills</li><li>• Ability to work under pressure, with tight turnarounds and at times, multiple briefs</li></ul>
<b>Personal Attributes –</b> <b>Ōu āhuatanga</b>	<ul style="list-style-type: none"><li>• Ability to collaborate with teammates and back good work</li><li>• Team player with the ability to work closely and collaboratively with a range of stakeholders</li><li>• Embraces feedback</li><li>• Portrays a professional image to customers (internal and external) and actively supports Farmlands initiatives.</li><li>• Consultative and flexible in approach</li><li>• Maintains a high standard of ethical practice; reliable and trustworthy.</li></ul>