

NUTRITION SPECIALIST

WHO WE ARE - KO WAI MĀTOU

We are Farmlands - Te Whenua Tāroa, a Co-operative owned by New Zealand Farmers and Growers, we have been around for 60+ years, supporting our rural communities, looking after our land and our people - we're Out Here Too. We're always backing Kiwis - rain or shine, year in, year out. We work as one – we help each other, we win together.

PURPOSE AND VISION – TE KAUPAPA ME TE MATAKITE

At Farmlands, our purpose is “To enable improved profitability and productivity for NZ farmers and growers”, and our Vision is “To be the go-to for everyone connected to our land”. Everything we do, every decision we make is with this in the forefront of our minds.

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:	Team Lead – Nutrition
Your Team – To tīma:	Sales
Direct reports - Kaimahi:	Nil

Farmlands is a leader in animal nutrition solutions, with a nationwide team focused on providing expert technical advice, service and supplies. The purpose of the Nutrition Specialist is to provide technical nutrition training and support on SealesWinslow products to both Field and Store sales staff and to provide optimised ruminant nutrition advice on-farm to shareholders/customers, with the aim of increasing the shareholder's farm system productivity, sustainability and profitability. There is a strong focus on the dairy sector, but also a focus on all ruminant sectors.

Our Nutrition Specialists have an in-depth understanding, technical capability and passion for animal nutrition and for the results they help drive on farms, big and small, around the country. The team builds knowledge and capability in our channels-to-market through technical support, training, mentoring and development of sales staff.

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
- Report any incidents/accidents immediately to your direct manager and Dispatch Co-Ordinator.

Sales & Service

- Provide leading ruminant nutrition expertise, training, mentoring and advice to our sales teams and customers to drive on-farm results. This advice ranges from technical information on products, through to on-farm feed plan development and support with system choices.
- Grow market share and profitability in your geographical area, primarily in our Co-op feed brands but also with external supplies as required/requested.
- Manage structured on-farm activity (e.g. calling on prospective new users; dual calling with in-field teams; on-farm troubleshooting etc.) and ensure service excellence with any managed accounts.
- Identify and document a plan to service the top on-farm customers and prospects, in conjunction with field teams, to ensure maximum share of business in your geographical area.
- Tailor services to meet the client needs, ranging from full periodic feed plan assessments to ad-hoc advice.
- Manage complaint cases, ensuring they are promptly and professionally resolved. Ensure decisions are made in the best interests of both client and the Co-operative. Escalate as required to line managers. Monitor trends and work with the wider team to address any root causes.
- Work actively with other team members to ensure cohesive and comprehensive service.
- Continually monitor, recommend and implement areas for improvement, including in business development and/or product development opportunities.
- Build and maintain enduring customer relationships, with a reputation for leading nutrition knowledge and expertise, both within the sales network and the wider community and industry. Attend relevant industry functions and networking opportunities.
- Oversee the development and maintenance of enduring relationships with key accounts / corporate customer, ensuring sales are maintained and future opportunities identified and managed, resulting in increased key account sales.
- Establish enduring working relationships with local Sales and Operations Management, providing them with up to date information with the aim of maximising opportunities and sales growth.
- Identify and support approved events and sponsorships. Ensure successful events across the seasons, pro-actively contributing with set-up, co-ordination, attendance etc. Liaise regularly with Marketing to implement key events as planned.
- Uphold Farmlands' brand reputation by providing a high standard of service, technical support, communication and housekeeping.
- Positively contribute to making Farmlands a successful, safe and great place to work.
- Comply with and commit to relevant policies, procedures and legislation.

Technical Delivery

- Assess the in-field sales teams' nutrition capability and performance to establish any gaps for development, mentoring and training requirements.
- Support comprehensive training and development of our field teams, ranging from informal one-on-one Q&A, through to structured training sessions or events.

Reporting & Research

- Continually develop personal expertise in animal nutrition and associated solutions, particularly in assigned category/species specialties.
- Keeping abreast of latest innovation and future trends.
- Complete timely and accurate reporting/record keeping in Farmlands' business systems, including CE, reporting, vehicle checklists and expense management.
- Support and provide cover for your team members as determined by leave and workloads.
- Other project and operational responsibilities as reasonably required in meeting the objectives of the business.

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 to record 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

- Agricultural sector experience, ideally with established relationships within the agricultural sector and dairy industry.
- Proven sales and service experience, ideally in technical products.

Knowledge – Āu mōhiotanga

- Sound ruminant knowledge and experience
- Advanced farm system knowledge

Qualifications – Āu tohu mātauranga

- Tertiary education in Agriculture

Skills – Āu pūkenga

- Microsoft Windows/Office and CRM systems
- High level of customer focus and ability to deliver quality advice and support to the business.
- Able to build strong relationships with ease.
- Ability to influence others and move toward a common vision or goal.
- Ability to work alongside others at all levels in the business and deliver high nutrition technical support.

Personal Attributes – Ōu āhuatanga

- Ability to translate highly technical information into practical, everyday terminology
- High level of independence and initiative while working effectively as part of a team.
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving.
- Integrity, discretion and resilience.
- Analytical and creative-capable of flexing solutions to changing demands: anticipating the regional, divisional impact.



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