

Partnerships Lead/Manager



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:	Head of Key Accounts and Strategic Partnerships
Your Team – To tīma:	Partnerships
Direct reports - Kaimahi:	Yes

The purpose of the Partnerships Lead/Manager position is to lead growth, innovation, and development of the Farmlands Card business. This role includes full oversight of our card business and will incorporate business development, portfolio management as well as the introduction of retention and re-engagement strategies and development of a growth strategy to align to our strategic growth aspirations. This role will lead a high performing Partnerships team of portfolio managers and partnership specialists, who consistently perform above set targets and support a positive team culture.

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

- Lead and grow profitability of the Farmlands Card business
- Maximise the strategic opportunities of the Farmlands Card business to ensure the needs of the shareholders, company results, and expectations of partners are met.
- Contribute to the preparation of annual business and strategic plans.
- Preparation of budgets to support business plans and ongoing review of budgets to achieve business results. Monitor and report on activity as required on Card status and service delivery, activity, expenditure, and ROI.
- Lead the development and co-ordinate the implementation of financial and strategic objectives of the Farmlands Card team for each portfolio and category. Ensure the team has national and regional targets for sales growth, partnership contact and contracts – including new opportunities.
- Analyse and report on the financial and strategic results of the Farmlands Card business unit.
- Lead work in ensuring that records, processes, and systems supporting work are clear and auditable, ensuring appropriate and best-practice controls are in place.
- Work to ensure contracts are reviewed, negotiated and delivered within contractual timeframes.
- Lead the team to identify new opportunities and creative solutions to over-achieve results
- Work with internal stakeholders (Marketing, Merch, ATC etc) to ensure the continuous improvement of promotional activities and opportunities to provide the right solutions and offers for customers
- Establish new relationships and maintain strategic relationships with key partners

People Leadership

- Lead, develop and empower a high performing and engaged team that achieves determined targets and performance standards
- 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

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

- Significant experience in sales leadership and/or relationship management with a focus on execution and developing capability
- Leadership experience of a team in a large, complex organisation, requiring strategic impact, commercial acumen, and management of multiple stakeholders.
- Experience in the rural sector desirable
- Tertiary business qualification desirable

Qualifications – Āu tohu mātauranga

Knowledge – Āu mōhiotanga

- In-depth knowledge of pan-business trading best practices and delivery

Skills – Āu pūkenga

- Strong strategic and commercial acumen skills
- Ability to influence others and move toward a common vision or goal, ability to lead and motivate teams
- Numerically literate – able to analyse and synthesise data to identify trends
- Well-developed negotiation and presentation skills
- Process development skills
- Skilled at effectively communicating complex or technical ideas and issues in simple, clear language so that others understand
- Effective interpersonal skills, including the ability to build relationships, collaborate, influence, negotiate and resolve conflict

Personal Attributes – Ōu āhuatanga

- A superior communicator with an ability to liaise to a high standard with a variety of stakeholders
- Team player with the ability to work closely and collaboratively with other senior leaders across Farmlands
- Leadership style to coach others to improve engagement and performance
- Determination, tenacity and persistence to achieve outcomes
- 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
- Commitment to ongoing continuing professional development



EVERYDAY LEADERSHIP BEHAVIOURS

WE'RE OUT
HERE TOO.


Farmlands

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 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>Understand the bigger picture</p> <ul style="list-style-type: none"> • Understand our vision, strategy and plans. • Know what's expected of you and how you should deliver this. <p>Have a plan</p> <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. <p>Clarify the 'why'</p> <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. 	<p><i>This is about the relationships you create with your team and the teams you work closely with.</i></p> <p>Forge connections</p> <ul style="list-style-type: none"> • Create strong relationships with your team and others who have an influence on your work. <p>Create purpose and belonging</p> <ul style="list-style-type: none"> • Create meaning for your team by uniting them around a common goal. • Authentic and promote diversity. <p>Take people with you</p> <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. 	<p><i>This is about achieving results through others.</i></p> <p>Create structure</p> <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. <p>Think and act like an owner</p> <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. <p>Insights driven</p> <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. 	<p><i>Growth is how we make ourselves, our teams and our co-operative better.</i></p> <p>Have a growth mindset</p> <ul style="list-style-type: none"> • Embrace the new and lead with agility. • Actively engage in self-development and apply learnings. <p>Develop capability</p> <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. <p>Get out of the way</p> <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.