

Regional Sales Manager - Horticulture

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 tākohā

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 - whakamauiā 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:	General Manager Horticulture
Your Team - To tīma:	Sales
Direct reports - Kaimahi:	7-10

The purpose of the Regional Sales Manager - Horticulture (Central North) is to lead a team of Technical Advisors in the assigned region to drive market share growth. This role supports the Key Accounts, Technical Advisory and Retail teams to provide excellent service to our shareholders within the assigned geographic region. We are driving for an adaptive performance-led culture and this role leads the execution of this within the team.



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 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

People Leadership - Arataki Tāngata

- Lead, develop and empower a high performing and engaged Horticulture Technical Advisory team within the designated region 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.
- Develop the capability of the Technical Advisory Team to meet and exceed targets and performance standards.
- Ensure acquisition of talent across the assigned region.
- Lead the development of a learning culture by prioritising learning and development activity delivered through the LMS and enabling team members to engage in learning and take ownership of their development.
- Provide leadership and direction to the Technical Advisor's in the designated region whilst liaising with your colleagues (particularly other Regional Managers, Head of Sales and Strategy - Horticulture, and Category Managers) to execute maximum leverage in your region
- Identify and be alert to market trends, competitor activity and client issues and effectively report them to the Head of Sales and Strategy - Horticulture
- Be responsible for a number of key business accounts as agreed with Head of Sales and Strategy - Horticulture
- Be responsible for regional business planning and execution of: sales, margins, expenses, forecasting, and budgeting for regional business and product supply
- Work closely with the Retail Store Managers to ensure information regarding stock is communicated to achieve both minimal stockouts and minimal carryover stock
- Become involved in supplier discussions and communicate the necessary information to the Technical Advisor's and store staff
- Be responsible for setting special customer pricing (within Farmlands pricing guidelines), preparing price lists and quotes, and helping with setting branch retail pricing

Operational Leadership - Arataki Whakahaere

- In conjunction with the Key Accounts, Technical Advisory, and Retail teams execute the Farmlands Strategic Plan and Priorities for the Technical Advisory Team.



- Deliver a high standard of customer/shareholder service through the Technical Advisory team, without compromising the commercial needs of the Cooperative.
- Ensure the Technical Advisory team is fully utilising CE and is leveraging the benefits of this and other relevant technologies to aid in reporting and decision making.
- Implement and monitor call cycles for the Technical Advisory team.
- Provide insightful analysis and reporting on activity within the area.
- Keep abreast of the latest innovations and future trends within the rural sector, particularly Hort, and ensure these are communicated to the Technical Advisory team and key stakeholders.
- Work with key stakeholders to ensure key information is communicated effectively, to enable the delivery of customers plans and to achieve targets and KPIs.
- Work with key stakeholders to identify product and services development, opportunities and issues.

Relationship Management - Whakahaeretanga Hononga

- Build strong supportive relationships across the Cooperative, in particular with the Key Accounts, Technical Advisory and Retail teams.
- Maintain and ensure continuous growth within the sector through ensuring all activities in the area maximise sales within current customers/shareholders.
- In conjunction with the Key Accounts and Sales team, identify new business opportunities and develop relationships with key shareholders in the region.
- Develop strong and credible external relationships and networks within the hort sector, and other relevant industry bodies.

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

- Experience leading a high performing Technical Advisory team within the horticultural sector, developing team engagement and capability through effective coaching and mentoring.
- Significant experience in an in-field sales capacity – account management and new business development.

- Established relationships within the horticultural sector and regional communities.
- Demonstrated experience in business planning, forecasting, budgeting and performance management within a commercial environment.



Qualifications – Āu tohu mātauranga

- Clean current full driver's licence.
- Relevant tertiary qualification in business management, horticultural science or similar discipline is desirable.

Knowledge – Āu mōhiotanga

- In-depth understanding of the sales environment, such as the key drivers of profit and margin.
- In-depth horticulture technical knowledge.
- Local knowledge of area and community.
- Understanding of how customer data, reporting and business systems support commercial decision-making and customer outcomes.

Skills – Āu pūkenga

- Sound financial and commercial acumen.
- Well-developed negotiation and presentation skills.
- Strong planning and organisational skills.
- Computer literate – experienced with Microsoft Windows and an active user and leader in the adoption of new technology.
- Effective interpersonal skills including the ability to collaborate, influence, negotiate, resolve conflicts and effectively coach others to improve engagement and performance. 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.
- Strong capability in using CRM, reporting and business systems to support planning, forecasting and performance improvement.
- Ability to work effectively across multiple teams and stakeholders to achieve business outcomes.

Personal Attributes – Ōu āhuatanga

- Authentic leader who has presence, who takes pride in the team and their achievements, is well-respected and trusted, and creates a great working environment.
- Has a clear view of the vision for the business and communicates this in a way that motivates and inspires others to seek higher levels of performance.
- Critical thinker who is consistent, fair and well-considered in the response.
- Flexible and adaptable; able to work in ambiguous situations.
- Works well under pressure, with a high level of organisational and time management skills.
- Prepared to listen to different perspective and engages others to develop solutions.
- Demonstrates high levels of energy, determination, tenacity, and persistence to achieve outcomes.



Everyday Leadership Behaviours

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.



People & Safety
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The Four Leadership Behaviours

Create <i>Create Clarity</i>	Connect <i>Build Connections</i>	Deliver <i>Deliver Results</i>	Grow <i>Grow Self, Grow Others</i>
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.



Lead Self - how this shows up in everyday behaviour:

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.



Lead Others - how this shows up in everyday behaviour:

Create

Create Clarity

Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it

Understand the bigger picture

- Understand our vision, strategy and plans.
- Know what's expected of you and how you should deliver this.

Have a plan

- Establish a vision and course of action that's aligned to our strategy.
- Help others understand their contribution to our vision and strategy.

Clarify the 'why'

- Make it clear how activities and decisions benefit the customer and the co-operative.
- Provide further context where required to overcome resistance.

Connect

Build Connections

This is about the relationships you create with your team and the teams you work closely with.

Forge connections

- Create strong relationships with your team and others who have an influence on your work.

Create purpose and belonging

- Create meaning for your team by uniting them around a common goal.
- Authentic and promote diversity.

Take people with you

- Inspire others through your energy, commitment and enthusiasm.
- Lead by example through consistency and demonstrating the Farmlands Leadership behaviours.

Deliver

Deliver Results

This is about achieving results through others.

Create structure

- Plan and create structure to get things done.
- Agile and look to work and lead your team in new ways.

Think and act like an owner

- Take responsibility for your performance and delivering to a high standard
- Set clear expectations for every team member and hold them to account.

Insights driven

- 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.

Grow

Grow Self, Grow Others

Growth is how we make ourselves, our teams and our co-operative better.

Have a growth mindset

- Embrace the new and lead with agility.
- Actively engage in self-development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know your team and support and empower them to learn, grow and develop.

Get out of the way

- 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.

