

# Wholesale Account Manager



## 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 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.

## 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 and its core brands 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: Head of Nutrition Sales

Your Team – To tīma: Nutrition Sales

Direct reports - Kaimahi: No

The purpose of the Wholesale Account Manager is to drive profitable growth, market penetration, and brand performance across Farmlands' wholesale portfolio. This role both develops the Wholesale Account Management operating model and leads the practical application of account management with wholesale partners. The role is accountable for creating and delivering annual account plans covering sales, promotions, product training and merchandising support, while monitoring performance through regular reviews, forecasting and DIFOT analysis.

Acting as a strategic partner, the Wholesale Account Manager resolves merchant issues, manages contracts and pricing, aligns with internal Farmlands' stakeholders, and ensures mutually profitable outcomes and efficient day-to-day operations. Through proactive relationship management, data-driven insights, and disciplined execution, the Wholesale Account Manager ensures Farmlands' nutrition brands are well positioned in market, competitively supported, and consistently delivering value to wholesale customers and the co-operative.

## KEY ACCOUNTABILITY AREAS – Ngā wāhanga mahi

**Safety and wellbeing -** Actively contribute to a safety-first culture by:

### **Haumarutanga**

- 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.

### **Relationship Management**

- Building and maintaining strong, trust-based relationships with buying teams
- Regular contact with category managers across all channels, internal and external.
- Understanding merchant priorities, constraints, and customer demographics
- Acting as the primary point of contact for escalations, opportunities, and planning

### **Sales & Revenue Growth**

Driving growth across the merchant's network by:

- Setting and achieving sales targets
- Developing joint business plans (JBPs) or annual sales plans
- Identifying upsell, cross-sell, and new product opportunities
- Tracking performance against targets and adjusting strategies

### **Product Knowledge & Training**

Ensuring the merchant can sell the product effectively by:

- Providing product training to frontline staff
- Delivering demos, workshops, or field days
- Ensuring stores understand product features, benefits, and correct use
- Keeping merchants updated on new releases, discontinued lines, and changes

### **Merchandising & Presentation**

Making sure products are well-supported at retail level by:

- Working with stores on planograms, shelf layouts, and promotional displays
- Ensuring stock is presented well and complies with brand guidelines
- Supporting store teams with point-of-sale (POS) materials

### **Inventory & Supply Chain Coordination**

Ensuring availability is reliable and aligned with demand.

- Monitoring stock levels and avoiding out-of-stocks at merchant distribution centres and stores
- Coordinating with internal supply chain teams for forecasting
- Managing returns, damaged goods, or overstock situations
- Understanding seasonal or regional demand patterns

### **Promotions & Marketing Execution**

Promotions & Marketing Execution

- Delivering promotional activity that drives sell-through.
- Working with merchant marketing teams on campaigns
- Planning catalogues, email features, in-store promotions, and events
- Monitoring promo performance and return on investment (ROI)
- Ensuring stores execute promotions correctly and on time

## **Data, Reporting & Insights**

Using information to guide decisions and improve outcomes by:

- Analysing sales performance by store, region, and category
- Monitoring pricing, competitor activity, and market trends
- Preparing reports for both internal teams and merchant contacts
- Using data to build compelling business cases for initiatives

## **Contract & Pricing Management**

Maintaining commercial integrity and alignment by:

- Managing pricing structures and discounts
- Negotiating annual trading terms or rebates
- Ensuring compliance with agreed commercial conditions
- Handling cost increases and communicating them appropriately

## **Strategic Account Development**

Long-term thinking that grows the account by:

- Identifying growth channels within the merchant (e.g., new regions, online, B2B)
- Working on category expansion or portfolio optimisation
- Supporting the merchant's own strategic goals
- Bringing insights and innovation to the partnership

## **Internal Collaboration**

Coordinating across Farmlands to support merchants by:

- Working with supply chain, marketing, product, finance, and leadership teams
- Being the voice of the merchant internally
- Helping shape product roadmaps or supply strategies based on merchant needs

## **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

## WHAT YOU'LL BRING - Āu āpititanga ki te tūranga

<b>Experience -</b> <b>Āu tautōhitotanga</b>	<ul style="list-style-type: none"><li>• Deep experience in account management, category/merchandising, and driving sales</li><li>• Proven success managing multi-site merchant networks with JPBs, rebates, and annual trading terms</li><li>• Forecasting and S&amp;OP exposure with DIFOT/OTIF, promo lift estimation, and seasonal demand planning (dairy/calving, lambing, drought/winter feeding).</li><li>• Track record of data-driven growth: price/mix analysis, portfolio rationalisation, and new product introductions</li></ul>
<b>Qualifications</b> – <b>Āu tohu mātauranga</b>	<ul style="list-style-type: none"><li>• Degree in Commerce or Marketing desirable</li></ul>
<b>Knowledge –</b> <b>Āu mōhiotanga</b>	<ul style="list-style-type: none"><li>• Knowledge of NZ regulatory landscape, merchant economics, supply chain fundamentals and competitive set and market cycles across agri/seasons and regional nuances.</li><li>• Familiarity with BI tools.</li><li>• Background knowledge in store merchandising requirements.</li></ul>
<b>Skills –</b> <b>Āu pūkenga</b>	<ul style="list-style-type: none"><li>• Strong collaboration, communication and stakeholder influencing ability</li><li>• Strong account planning, organisation and negotiation capability</li><li>• Sound financial judgment and commercial decision-making ability</li><li>• Sales performance analysis, insights and reporting capability</li><li>• Demand forecasting and cross-functional collaboration skills</li><li>• Consistent merchandising execution across retail environments</li><li>• Structured project planning, delivery and prioritisation skills</li><li>• Skill gap analysis</li></ul>
<b>Personal Attributes –</b> <b>Ōu āhuatanga</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• Critical thinker who is consistent, fair, and well-considered in the response.</li><li>• Effective interpersonal skills including the ability to collaborate, influence, negotiate, resolve conflicts and effectively coach others to improve engagement and performance.</li><li>• Creativity, innovation and the ability to think 'out-of-the-box' in problem solving.</li><li>• Ability to influence others and move toward a common vision or goal.</li><li>• Flexible and adaptable; able to work in ambiguous situations.</li><li>• Works well under pressure, with a high level of organisational and time management skills.</li><li>• Prepared to listen to different perspective and engages others to develop solutions.</li><li>• Demonstrates high levels of energy, determination, tenacity and persistence to achieve outcomes.</li><li>• Partner mindset: operates as an extension of the merchant</li><li>• Solutions-oriented, dependable, and commercially fair</li><li>• Resilient &amp; organised: thrives through seasonal peaks; strong territory planning and follow-through</li><li>• Integrity &amp; compliance-first: careful with claims, labels, and handling procedures.</li></ul>

- Cultural competence
- Travel-ready: comfortable with regular inter-regional travel and occasional early starts/after-hours events



## 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
<b>Create Clarity</b>	<b>Build Connections</b>	<b>Deliver Results</b>	<b>Grow Self, Grow Others</b>
<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 OTHERS)

Create	Connect	Deliver	Grow
<p><b>Create Clarity</b></p> <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><b>Build Connections</b></p> <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><b>Deliver Results</b></p> <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><b>Grow Self, Grow Others</b></p> <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>