Position Description: Commercial Development Manager
Reference: 17
Date: October 2026

Commercial Development Manager

Kaiwhakahaere whanaketanga tauhokohoko

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 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:	Card Lead
Your Team – To tīma:	Card
Direct reports - Kaimahi:	No

To grow Farmlands Card business in the B2B stream by selling the benefits of the Card to other card partners and vendors, and by creating procurement opportunities through those partners. The Commercial Development Manager is a hunter role: you will open new commercial relationships, convert existing vendor relationships into Card spend, and win business from councils, government agencies and buying groups, positioning Farmlands as the trusted partner for their procurement.

You will work closely with the Card team and with Credit, Finance, Legal and Customer Services, so that every new account is well structured, approved and set up to succeed.

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 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

- **Pipeline.** Build and own a qualified pipeline of B2B accounts across card partners and vendors, councils, government agencies, chambers of commerce and buying groups.
- **Card partner selling.** Sell the benefits of the Farmlands Card to card partners and vendors, and convert existing vendor relationships into Card spend.
- **Procurement opportunities.** Create procurement opportunities through card partners, connecting partners' purchasing needs with other Farmlands partners and with Farmlands.
- **Tenders and proposals.** Prepare and submit high quality tenders, RFPs and commercial proposals, in conjunction with key stakeholders.
- **Tailored offers.** Develop partnership offers tailored to buying groups and large commercial customers.
- **Negotiation and close.** Negotiate commercial terms with senior decision-makers and manage each opportunity through to a signed agreement.
- **Account set-up.** Work with Credit, Finance, Legal, Onboarding and Customer Services so new accounts are approved, set up and reporting correctly.
- **Relationship ownership.** Act as the key interface between the customer or partner and the Farmlands teams, and share market feedback with the Card team.
- **Analysis.** Use data and reports to analyse sales outcomes, spend and account profitability, and to prioritise where to hunt next.
- **Reporting.** Keep pipeline and account records accurate, and report progress against targets to the Card Lead.
- **Conduct.** Handle partner and customer commercial information with integrity and discretion.

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.

KEY PERFORMANCE INDICATORS

Success in this role is measured by the revenue and procurement outcomes you deliver and the quality of the accounts you bring on. Specific targets are set with the Card Lead and reviewed regularly.

Measure	What success looks like
Revenue	Card revenue and margin captured from new and converted B2B accounts, against agreed targets.
Pipeline	A healthy, qualified pipeline across target account types, with stages and next actions kept current.
Conversions	Existing vendors and partners converted to Card spend, against agreed targets.
Procurement outcomes	Procurement opportunities created through card partners and won, including tenders and buying-group business.
Account quality	New accounts approved, contracted and onboarded correctly, and performing as expected.
Relationships	Strong, trusted relationships with partners, customers and Farmlands teams.

WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

Experience - Āu tautōhitotanga

- **Essential:** A proven record of meeting or exceeding new-business revenue targets in a B2B hunter role, ideally in financial services, card or payments, or partnership environments.
- **Essential:** Success winning complex deals involving multiple decision-makers and longer sales cycles.
- **Essential:** Experience building a pipeline through cold outreach and introductions.
- **Desirable:** Experience preparing tenders or RFPs, and selling to corporate or public-sector buyers.

Qualifications – Āu tohu mātauranga

- **Desirable:** Tertiary degree in business, commerce or a related field, or equivalent experience.

Knowledge – Āu mōhiotanga

- **Essential:** How corporate and public-sector organisations buy, including tenders, panels and supplier onboarding.
- **Essential:** Commercial and contract fundamentals, and how card, payments or credit propositions create value.
- **Desirable:** Understanding of the rural sector and co-operative model.

Skills – Āu pūkenga

- **Essential:** Prospecting and relationship-building with senior decision-makers.
- **Essential:** Consultative selling, negotiation and presenting to executive audiences.
- **Essential:** Tender and proposal writing.
- **Essential:** Sound analysis skills and strong commercial acumen.
- **Essential:** Pipeline management in a CRM, and high computer literacy within the MS Office suite.
- **Essential:** Ability to influence and collaborate across teams without direct authority.

Personal Attributes – Ōu āhuatanga

- Hunter mindset: self-driven, competitive and accountable for results
- Resilient and persistent, with a sense of urgency
- Credible and confident with senior executives
- Integrity, discretion and professionalism
- High level of independence and initiative while working effectively as part of a team
- Flexible and adaptable; able to work in ambiguous situations
- Commitment to business goals and culture

Appendix:

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.

Farmlands

People & Safety
June 2026

The Four Leadership Behaviours

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.

Farmlands

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.

Farmlands

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.

Farmlands

Lead Leaders - 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.

Farmlands