

Customer Data Strategy Lead

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 Data and AI
Your Team - tō tīma:	Data And AI
Direct reports - Kaimahi:	None

You will connect Data and Marketing teams to develop and implement a unified customer data strategy for Farmlands. This role drives the adoption of Customer Data Platform (CDP) and marketing automation tools to enhance data-driven customer experiences. You will turn business requirements into actionable data plans, optimise segmentation and personalisation, and lead change management to embed data-driven decisions. Collaborating across functions, you'll help set governance for data quality, compliance, and security. Your expertise will ensure Farmlands leverages customer data from all sources to improve experiences and deliver better outcomes.

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.
- Providing visible safety leadership and role modelling exceptional safety behaviours.
- Ensuring that all KPI's, policy and procedure requirements related to safety and wellbeing are completed on time and in full, every time.

Strategic Data Leadership - Rangatiratanga Rautaki Raraunga

- Develop and lead the customer data strategy to support marketing, digital, and customer experience objectives
- Champion the use of customer data to drive advanced segmentation, personalisation, and lifecycle marketing
- Translate business and marketing requirements into data specifications and actionable insights
- Provide thought leadership on customer data trends, technologies, and best practices
- Drive the strategic vision for customer data utilisation across the organisation

CDP Enablement & Marketing Automation - Whakangā CDP me te Aunoa Marketing

- Lead internal change management initiatives to embed the CDP into business-as-usual processes
- Partner with Martech and Digital teams to support automation development and workflow optimisation
- Ensure data governance, quality, and compliance standards are maintained within the CDP environment
- Drive continuous improvement in marketing automation workflows and campaign effectiveness
- Support the technical implementation and optimisation of customer data solutions

Stakeholder Collaboration & Engagement - Hononga Hunga Whai Pānga

- Act as primary liaison between Data, Marketing, and Customer Experience teams to ensure alignment and shared objectives
- Facilitate cross-functional workshops and working groups to support CDP adoption and automation initiatives
- Build and maintain strong relationships with internal stakeholders and external technology partners
- Manage stakeholder expectations and communicate customer data strategy roadmap and priorities
- Present customer data insights and recommendations to leadership teams

Data Integration & Governance - Whakakotahi Raraunga me te Mana Whakahaere

- Collaborate with Data and Marketing teams to ensure customer data is integrated, accessible, and actionable
- Support the creation and maintenance of unified customer views and audience segments for campaign activation
- Drive continuous improvement in data collection, enrichment, and utilisation across all customer touchpoints
- Ensure customer data privacy, security, and compliance requirements are met
- Monitor and optimise customer data quality and completeness

Professional Development

Continue to develop personally and professionally by:

- Whakawhanaketanga

- 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
- Staying current with customer data technologies, marketing automation trends, and privacy regulations

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

- 5+ years of proven experience in customer data strategy, marketing technology, or data-driven marketing roles
- Experience with Customer Data Platforms (CDPs) and marketing automation platforms such as Adobe Campaign
- Experience working with CRM systems and customer data integration projects
- Experience with Microsoft D365 or other sales customer relationship management tools
- Proven track record of leading cross-functional initiatives and driving organisational change
- Experience in stakeholder management across data, marketing, and technology teams

Skills –

Āu pūkenga

- Tertiary degree in Marketing, Data Science, Information Systems, Business, or equivalent discipline
- Marketing technology or data management certifications highly desirable
- Privacy and data protection certifications (e.g., CIPP) advantageous
- Project management and delivery capabilities
- Strong analytical and problem-solving skills
- Ability to balance technical requirements with business priorities
- Change management and stakeholder engagement skills

Personal Attributes –

Ōu āhuatanga

- Strategic thinker with a strong commercial mindset and customer-centric approach
- Collaborative and adaptable, with exceptional relationship-building skills
- Detail-oriented and highly organised with ability to manage multiple stakeholder priorities
- Growth mindset with passion for innovation and continuous improvement
- Proactive approach to identifying opportunities and solving complex data challenges
- Strong business acumen with ability to connect data initiatives to commercial outcomes
- Resilient and adaptable in a fast-changing technology and regulatory environment
- High integrity with commitment to ethical data practices and customer privacy

Farmlands Leadership Behaviours

CREATE	CONNECT	DELIVER	GROW
CREATE CLARITY	BUILD CONNECTIONS	DELIVER RESULTS	GROW SELF, GROW OTHERS
<p>Understand the bigger picture – you understand our vision, strategy and plans and what's expected on how to deliver this.</p>	<p>Forge connections – you have strong relationships with the people around you, your customers and communities. You create connections outside of your immediate team with those who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.</p>	<p>Take people with you – you inspire people through your commitment and enthusiasm to the future of our business. 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>Have a growth mindset – your resilience helps you to be agile, 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>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>	<p>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 grow/adapt. You are focused on building a stronger organisation tomorrow than today.</p>	<p>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.</p>

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR:

LEADS SELF

Create Clarity: <i>By understanding your role and how it contributes to the bigger picture you will make the right decisions</i>	Build Connections: <i>You have strong relationships with your team and the people you work alongside to achieve success as a</i>	Deliver results: <i>You deliver to the expectations of your role.</i>	Adapt and grow: <i>. being agile and resilient, listening and responding to feedback, and putting in the effort</i>
Align with the bigger picture – <ul style="list-style-type: none"> work is directly aligned with our vision, strategy and plans. know what's expected and how to deliver. Have a plan – <ul style="list-style-type: none"> have a vision and course of action that's aligned to our strategy. help others understand how they fit in. Clarify the 'why' – <ul style="list-style-type: none"> understand and make it clear how activities and decisions benefit the customer and the co-operative. 	Forge Connections – <ul style="list-style-type: none"> create strong relationships with others. Create purpose and belonging – <ul style="list-style-type: none"> you and your team are united around a common goal. promote diversity and allow others to express themselves. Take people with you – <ul style="list-style-type: none"> inspire people through your energy, commitment and enthusiasm consider information from a range of sources in decision making. 	Create structure – <ul style="list-style-type: none"> plan and create structure to get things done. be agile and look to work in new ways. Enable performance – <ul style="list-style-type: none"> take responsibility for your performance and deliver to a high standard. Think about the business – <ul style="list-style-type: none"> think and make decisions with a commercial lens seek new information focused on building a stronger Farmlands. 	Apply a growth mindset – <ul style="list-style-type: none"> be agile, persist through challenges and learn from feedback. actively engage in self-development and apply learnings. Develop capability – <ul style="list-style-type: none"> coach others to build capability and achieve their potential. know and support others to take ownership of their development. Get out of the way – <ul style="list-style-type: none"> 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.

LEADS OTHERS:

Create Clarity: <i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i>	Build Connections: <i>This is about the relationships you create with your team and the teams you work closely with.</i>	Deliver Results: <i>This is about achieving results through others.</i>	Grow yourself, grow others: <i>Growth is how we make ourselves, our teams and our co-operative better.</i>
Understand the bigger picture – <ul style="list-style-type: none"> understand our vision, strategy and plans. know what's expected of you and how you should deliver this. Have a plan – <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. Clarify the 'why' – <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. 	Forge connections – <ul style="list-style-type: none"> create strong relationships with your team and others who have an influence on your work. Create purpose and belonging – <ul style="list-style-type: none"> create meaning for your team by uniting them around a common goal. authentic and promote diversity. Take people with you – <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. 	Create structure – <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. Think and act like an owner – <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. Insights driven – <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. 	Have a growth mindset – <ul style="list-style-type: none"> embrace the new and lead with agility actively engage in self-development and apply learnings. Develop capability – <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. Get out of the way – <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.