

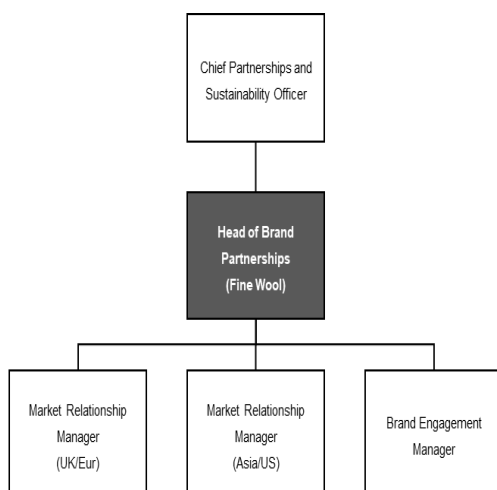


The New Zealand Merino Company (NZM)

JOB DESCRIPTION

Job Title:	Head of Brand Partnerships (Fine Wool)
Responsible to:	Chief Partnerships and Sustainability Officer
Responsible for:	3 direct reports
Job Purpose:	<ul style="list-style-type: none">• Maintain and enhance deep strategic relationships globally with brand partners, generating sales.• Identify and target new opportunities that lead to successful commercial outcomes to NZM that provide growth and opportunity.• Successfully deliver on the marketing and brand strategy, targeting a range of audiences through a multichannel approach, that meet or exceed revenue targets and increase brand awareness.• Successfully lead and drive short and medium term sales and marketing campaigns (projects), working at both a strategic and operational level meeting agreed objectives. Collaborate with internal and external resources across teams to deliver agreed outcomes.• Create a high performance sales and marketing team by providing coaching, leadership and development to the team.
Date:	May 2023

Organisation Context



Key Relationships

<p>External</p> <ul style="list-style-type: none"> • Brand partners and their senior management, both current and prospective • Value chain partners • eCommerce and digital resources • Communications specialist • Government 	<p>Purpose of contact with this person/s</p> <ul style="list-style-type: none"> • Build and maintain strategic and commercial relationships at senior levels of organisations. • Support brand partners re integrated supply chain. • Collaborate on marketing projects as needed. • Liaise on any media pieces or stories. • Funding to support projects that will generate sales.
<p>Internal</p> <ul style="list-style-type: none"> • Chief Partnerships and Sustainability Officer • Market Relationship Manager(s), Brand Engagement Manager • Corporate Development Manager & Market Development Manager • Digital Marketing Manager • Creative Team • Senior Management Team • NZM Team • People & Culture Manager 	<p>Purpose of contact with this person/s</p> <ul style="list-style-type: none"> • Direct manager • Direct reports • Collaborate on brand partner support and identifying new opportunities. • Ensure business systems are in place to support brand partner relationships and bring campaigns to life. • Coordinate around the production of collateral. • Provide strategic direction and support. • Connect and inform the team, role model NZM values and act as a leader within NZM. • Liaise regarding people matters and ensuring high performing teams.

Financial Responsibilities

See NZM Delegated Levels of Authority

Key Result Areas

The position of **Head of Brand Partnerships (Fine Wool)** encompasses the following major functions or Key Result Areas:

- Brand Strategy Execution & Sales (30%)
- Strategic Relationship Management (30%)
- Business Development (20%)
- Leadership and Management (20%)

Key result areas	Jobholder is successful when
<p>1. Brand Strategy Execution & Execution</p> <ul style="list-style-type: none"> • Lead the execution of the marketing and brand strategy for fine wool. • Successfully deliver a marketing strategy and communication plan to target a range of audiences through a multichannel approach. • Lead and drive short and long term campaigns, from concept to delivery. Working at both a strategic and operational level meeting agreed objectives. • Provide direction, operational delivery and momentum required to meet agreed timelines within campaigns and events, collaborating with internal and external resources. • Plan, develop and execute communications across a range of channels, both traditional and digital, telling a story and bringing stakeholders along the journey. • Research different marketing trends that drive impactful campaigns and use data to report on effectiveness. • Monitor and analyse marketing and sales performance data to identify areas for improvement and implement solutions to optimise process and efficiency. • Stay up to date with industry trends and changes, adjusting marketing and sales strategies and tactics as necessary. • Use creative and design thinking to facilitate projects and events – identify challenges and opportunities. 	<ul style="list-style-type: none"> • Marketing and communication strategies are implemented with positive feedback. • Campaign timeline is set, and actions successfully delivered on time. • NZM is an exemplar, driving a positive change for the primary industry. • Digital platforms gain traction with successful following. • Campaigns and events have a fresh and innovative feel, exceeding expectations.
<p>2. Strategic Relationship Management</p> <ul style="list-style-type: none"> • Maintain and enhance deep relationships globally with brand and supply chain partners, generating sales. • Add value to brand partners business through the coordination of NZMs broader marketing, procurement, and innovation activities. • Represent NZM at the highest levels of brand partners and value chain partners. • Negotiate and conclude sales in conjunction with the Chief Partnerships and Sustainability Officer and Commercial team. • Develop and coordinate the fulfilment of 	<ul style="list-style-type: none"> • Retention and growth of existing brand partners. • Positive feedback from brands and stakeholders, who feel expectations have been exceeded. • NZM is seen as an exemplar in the market. • New contracts with new brand partners.

<p>marketing and innovation plans for brand partners and key value chain partners.</p> <ul style="list-style-type: none"> • Create a link between grower suppliers and brand partners. • Extensive market visits, internationally. • Demonstrate market leadership. 	
<p>3. Business Development</p> <ul style="list-style-type: none"> • Identify and target new opportunities. • Develop commercially viable strategically focussed new markets. • Convert opportunities into commercial transactions. • Use networking and other opportunities to communicate the NZM value proposition. • Use creative thinking to develop customised solutions. • Negotiate and conclude sales. 	<ul style="list-style-type: none"> • Opportunities are turned into successful commercial outcomes providing growth and profitability for NZM. • Key stakeholders understand the value proposition. • Recognised in the sector as driving change. • Positive working relationships established and maintained. • Communication both written and pictorial are world class.
<p>4. Leadership and Management</p> <ul style="list-style-type: none"> • Manage and lead the sales and marketing team to drive strategic execution. • Ensure your team is efficient and effective and always improving its processes. • Coach, lead and develop direct reports, as well as some indirect reports. • Inspire, support, empower and motivate your team and others. • Model a "can do" attitude and culture amongst your team and others. • Manage employee performance. 	<ul style="list-style-type: none"> • NZM delivers on its strategic initiatives and achieves desired results. • Your team is resourced with the necessary capabilities to achieve its objectives. • Retention of key, high performing staff. • Employees feel respected, valued, and appreciated through celebrating and recognising achievements. • Roadmaps are completed for all team members, with regular coaching conversations to achieve set goals. • Feedback is constructive and timely. • Employees have professional development plans agreed on an annual basis and implemented before the end of the year.

<p>5. Other duties, Health Safety and Wellbeing, plus NZM policies</p> <ul style="list-style-type: none"> • Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis. • Ensure that all Health, Safety and Wellbeing requirements as outlined in the Health, Safety, and Wellbeing policy are complied with. • Ensure all NZM policies are complied with. 	<ul style="list-style-type: none"> • A proactive flexible approach is undertaken to achieve NZMs business objectives. • Awareness of Health, Safety, and Wellbeing requirements and procedures. • Awareness and compliance with all NZM policies.
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Note

The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development process.

Work Complexity

<p><i>Most challenging duties typically undertaken, or most complex problems solved:</i></p> <ul style="list-style-type: none"> • Manage commercial relationships through the entire value chain with its competitive landscape. • Have a comprehensive overview of the entire value chain of all brands; understanding the nuances, inter relationships, seasonality, personalities and cultural implications and have international EQ. • Convert business development opportunities into sales. • Extensive international travel requirements
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Person Specification

This section is designed to capture the expertise required for the role at the 100% fully effective level (this does not necessarily reflect what the current jobholder has). This may be a combination of knowledge / experience, qualifications, or equivalent level of learning through experience or key skills, attributes or job specific competencies.

Qualifications (or equivalent level of learning)

Essential	Desirable
<ul style="list-style-type: none"> Degree in Marketing or Business, or ideally a blend of these. 	<ul style="list-style-type: none"> Design thinking

Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none"> 7+ years' experience operating at a senior level in a dynamic environment 3+ years in leading team(s) Experience in international business and relationship management Sales Proven commercial acumen Leadership experience 	<ul style="list-style-type: none"> Knowledge of the NZ primary sector Design thinking

Key Skills / Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	<ul style="list-style-type: none"> Commercial acumen communication and interpersonal skills Leadership and coaching skills Analytical mindset Strategic thinking and problem solving skills Resilience working under pressure Ability to multitask Positive and proactive attitude Strong sense of ownership and accountability of results Strong team player International business EQ
Competent level	<ul style="list-style-type: none"> Design thinking Financial management Digital marketing including SEO, SEM, content Industry intuition
Awareness	<ul style="list-style-type: none"> Current global trends International trade policy Up to date on local business news and trends Appreciation of the primary sector Competitive landscape – outdoor, fashion and textiles

Change to job description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Approved by

Employee Name

Job Title

Signature

Date

Approved by

Name

Job Title

Signature

Date
