

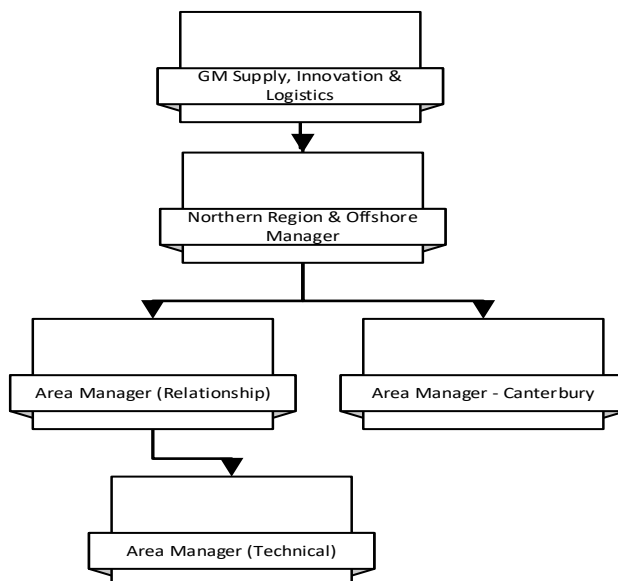


# The New Zealand Merino Company (NZM)

## JOB DESCRIPTION

Job Title:	<b>Area Manager</b>
Team:	ZQ On Farm
Responsible To:	Regional Manager
Responsible For: (Total number of staff)	0
Job Purpose:	<b>This job exists to:</b> <ul style="list-style-type: none"><li>• develop strong commercial relationships with growers within the Canterbury region.</li><li>• be responsible for procurement and selling of contracts to growers</li><li>• provide grower support through digital platforms.</li><li>• maximise the revenue opportunities for NZM through procurement, sales management and relationships.</li></ul>
Date:	November 2021

### Organisation Context



## Key Relationships

<p><b>External</b></p> <ul style="list-style-type: none"> <li>▪ Growers</li>   <li>▪ PGG Wrightson</li> <li>▪ Shearing contractors</li>   <li>▪ Brand partners</li> <li>▪ Wool classers</li>   <li>• Transport operators</li> </ul>	<p><b>Purpose of contact with this person/s</b></p> <ul style="list-style-type: none"> <li>▪ Procurement of wool.</li> <li>▪ Provide advice.</li> <li>▪ Assist with quality control.</li> <li>▪ Logistics of supply.</li> <li>▪ Quality control of wool clip and getting insights on potentials leads.</li> <li>▪ Organising and hosting farm visits.</li> <li>▪ Keeping classers informed regarding contracts in place and possible market trends and leads for procurement.</li> <li>▪ Logistics re wool to wool store.</li> </ul>
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>▪ Regional Manager</li> <li>▪ Area Managers</li> <li>▪ ZQ On Farm Team</li> </ul>	<p><b>Purpose of contact with this person/s</b></p> <ul style="list-style-type: none"> <li>▪ Manager Relationship.</li> <li>▪ Mutual support and assistance with everything – contracts, growers.</li> <li>▪ Liaison re contracts, market conditions, seasonal wool growing conditions and offers to growers.</li> </ul>

## Financial Responsibilities

See NZM Delegated Levels of Authority

## Key Result Areas

The position of **Area Manager** encompasses the following major functions or Key Result Areas:

- Procurement and Contract Management (60%)
- Relationship Management (40%)

Jobholder is responsible for	Jobholder is successful when
<p><b>1. Procurement and Contract Management</b></p> <ul style="list-style-type: none"> <li>▪ Regularly being on farm.</li> <li>▪ Procuring bales of wool.</li> <li>▪ Provide on farm quality assurance to growers particularly with the first day of shearing to provide guidance to the wool classers.</li> <li>▪ Get engagement from clients in the NZM value proposition.</li> <li>▪ Present contracts to growers to get signatures.</li> <li>▪ Explain legalities of contracts to growers.</li> <li>▪ Oversee harvest of wool.</li> <li>▪ Communicate to growers regarding market and contracts.</li> <li>▪ Analysis and reporting of sales.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bales procured are in line with or greater than the business plan for your area.</li> <li>▪ Contracts are fulfilled.</li> <li>▪ Signed contracts are forwarded to NZM in timely manner.</li> <li>▪ Increase in the volume of bales, resulting in a commercial benefit to NZM.</li> <li>▪ Wool is accurate to extract the most value for the grower and NZM out of the clip.</li> </ul>
<p><b>2. Relationship Management</b></p> <ul style="list-style-type: none"> <li>▪ Building commercial relationships with all wool growers to maximise revenue opportunities for NZM.</li> <li>▪ Ensure the value proposition is delivered to all wool growers.</li> <li>▪ Ensure appropriate communications are delivered to clients regularly.</li> <li>▪ Provide advice and support to growers as required.</li> <li>▪ Attend and liaison with growers at NZM wool auctions and events.</li> <li>▪ Assist with on farm brand partner visits.</li> <li>▪ Provide grower support and connect through digital platforms.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased number of bales procured.</li> <li>▪ Retention of clients.</li> <li>▪ Attract new clients from competitors.</li> <li>▪ Contracts for procurement are signed.</li> <li>▪ Farmers express satisfaction.</li> </ul>
<p><b>3. Other Duties, Health &amp; Safety and NZM Policies</b></p> <ul style="list-style-type: none"> <li>▪ Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis.</li> <li>▪ Ensure that all Health and Safety requirements as outlined in the Health and Safety policy are complied with.</li> <li>▪ Ensure all NZM policies are complied with.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A proactive flexible approach is undertaken to achieve NZMs business objectives.</li> <li>▪ Awareness of Health and Safety requirements and procedures.</li> <li>▪ Awareness and compliance with all NZM policies.</li> </ul>

**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

*Most challenging duties typically undertaken or most complex problems solved:*

- Understanding wool types and specifications and how they relate to an individual brand partner and market requirements.
- Ongoing complexities with contracts.
- Dealing with different types of growers and the complexities of the farm relationships (eg there may be farm managers, corporate entities, family units with sons/daughters, sons/daughter in laws, wife involved etc in the farm).

## 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"><li>▪ Relevant Degree (Agriculture, Agribusiness)</li><li>▪ Car drivers licence</li></ul>	<ul style="list-style-type: none"><li>▪ Wool classer</li></ul>

### Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none"><li>▪ 3 years' experience in a similar role (Sales, Relationship management)</li><li>▪ Technology Savvy</li></ul>	<ul style="list-style-type: none"><li>▪ 4WD training</li><li>▪ First Aid Training</li><li>▪ Farm background</li></ul>

## 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"> <li>▪ Interpersonal skills</li> <li>▪ Negotiation skills</li> <li>▪ Communication skills</li> <li>▪ Problem solving</li> <li>▪ Attention to detail</li> <li>▪ Ability to establish credibility</li> <li>▪ Farm empathy</li> <li>▪ Understanding of supply chains</li> <li>▪ Self-starter</li> </ul>
Competent	<ul style="list-style-type: none"> <li>▪ Conflict Management</li> <li>▪ Innovative thinker</li> <li>▪ Tenacity</li> <li>▪ Planning and organisation skills</li> <li>▪ Overall wool market knowledge</li> <li>▪ Integrity</li> <li>▪ Initiative and proactive</li> <li>▪ Financial acumen, including commercial lens</li> <li>▪ Wool knowledge: its specifications and potential applications</li> <li>▪ Empathy</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>▪ Regenerative agriculture</li> </ul>

### 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**

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Job Title

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Signature

\_\_\_\_\_

Date

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Approved by

**Employer Name**

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Job Title

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Signature

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