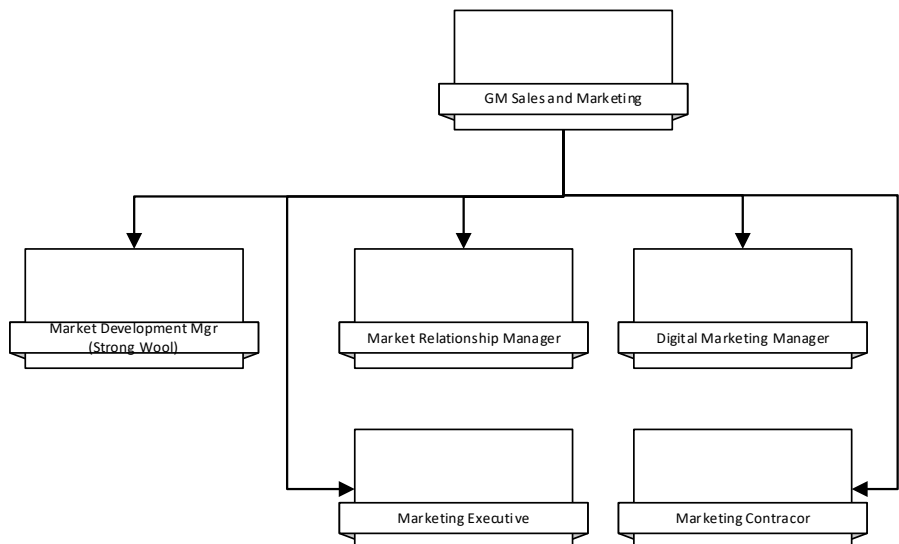


## The New Zealand Merino Company (NZM)

### JOB DESCRIPTION

Job Title:	<b>Market Relationship Manager</b>
Department:	Sales & Marketing
Responsible to:	GM Sales & Marketing
Responsible for: (Total number of staff)	0
Job Purpose:	<p><b>This job exists to:</b></p> <ul style="list-style-type: none"> <li>• serve as the critical connection between Sales &amp; Marketing team and Commercial / Procurement teams to drive sales.</li> <li>• support relationships with NZM brand and supply chain partners with strong commercial acumen.</li> <li>• look at opportunities to optimise systems and processes in service of the market.</li> </ul>
Date:	September 2021

### Organisation Context



## Key Relationships

<p><b>External</b></p> <ul style="list-style-type: none"> <li>• Brand partners and their key senior managers (including product development and procurement specialist, supply chain leaders and marketing and brand professionals).</li> <li>• Supply chain partners.</li> <li>• New business acquisition targets.</li> </ul>	<p><b>Purpose of contact with this person/s</b></p> <ul style="list-style-type: none"> <li>• Maintain key strategic relationships and strong focus on commercial data.</li> <li>• Support brand partners throughout an integrated supply chain.</li> <li>• Relationship and sales management across the portfolio.</li> </ul>
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• GM Sales &amp; Marketing</li> <li>• Sales &amp; Marketing Team</li> <li>• GM Commercial and Commercial team</li> <li>• GM Supply, Logistics and Innovation</li> <li>• NZM 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>• Liaise and support team</li> <li>• Connect on pricing, processes, and overall commercial awareness</li> <li>• Ensuring business systems in place within NZM to support brand partner relationships</li> </ul>

## Financial Responsibilities

See NZM Delegated Levels of Authority.

## Key Result Areas

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

- Strategic Relationship Management (50%)
- Commercial Analysis (30%)
- New Business Development (20%)

Jobholder is responsible for	Jobholder is successful when
<p><b>1. Strategic Relationship Management (Local and Global)</b></p> <ul style="list-style-type: none"> <li>• Build core relationships with a portfolio of users throughout the value chain.</li> <li>• Represent NZM at the highest levels of brand partners and value chain partners.</li> <li>• Extensive market engagements.</li> <li>• Negotiate and conclude sales in conjunction with the GM Sales &amp; Marketing plus the commercial team.</li> <li>• Assist with the development and coordination of sales execution for brand partners and key value chain partners.</li> <li>• Creative thinking to enhance offering to brand partners, value chain partners and growers.</li> <li>• Create a link between grower suppliers and brand partners.</li> <li>• Support and provide advice to brand partners regarding commercial decisions and longer term supply contracts.</li> <li>• Manage supply chain relationships within the ZQrx Merino programme.</li> </ul>	<ul style="list-style-type: none"> <li>• Partners have clear and concise data for decision making.</li> <li>• New contracts with new and existing brand partners.</li> <li>• Retention and growth of existing brand partners sales volumes.</li> <li>• Favourable international perception of the NZM brands, especially ZQrx.</li> <li>• Brand value in market, including uptake and usage by brand partners.</li> <li>• Increase commercial outcome for NZM.</li> </ul>
<p><b>2. Commercial Analysis</b></p> <ul style="list-style-type: none"> <li>• Provide the interface between the Sales &amp; Marketing and Commercial team.</li> <li>• Be across pricing, global business and wool types. Provide analysis through to the Sales &amp; Marketing team to seamlessly turn around sales opportunities.</li> <li>• Look at systems and processes across the value chain to optimise and support efficiencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Clear, daily communication between Sales &amp; Marketing and Commercial team.</li> <li>• Increase connection and alignment of teams that drives efficient processes.</li> </ul>
<p><b>3. Business Development</b></p> <ul style="list-style-type: none"> <li>• Awareness of what's coming over the horizon to mitigate risk or convert into commercial opportunities.</li> <li>• Identifying sales opportunities.</li> <li>• Target companies.</li> <li>• Customise strategic plans and present concepts to new companies.</li> <li>• Negotiate and conclude sales.</li> <li>• Convert opportunities into commercial transactions, including all the logistics associated with this.</li> </ul>	<ul style="list-style-type: none"> <li>• Conversion from opportunities to new brand partners with contracts.</li> <li>• Clear view of new business opportunities in the market can be well articulated.</li> </ul>

<p><b>4. 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 and compliance with Health and Safety requirements and procedures.</li> <li>• Awareness and compliance with all NZM policies.</li> </ul>
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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>Most challenging duties typically undertaken or most complex problems solved:</p> <ul style="list-style-type: none"> <li>• Managing commercial relationships through the entire supply chain with its competitive landscape.</li> <li>• Creating systems and structure in a fluid and changing landscape.</li> <li>• Having a comprehensive overview of the entire value chain of all brands; understanding the nuances, inter relationships, seasonality, personalities and cultural implications and having international EQ.</li> <li>• Understanding and interpreting market signals, and ensuring the NZM offering is tailored to these.</li> <li>• Understanding the competitive landscape of the value chain and fibre supply relationships to ensure NZM is positioned to optimise commercial outcomes.</li> </ul>
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**Person Specification**

**Merino Team Fit**

The employee must embrace the values of The New Zealand Merino Company.

**Qualifications (or equivalent level of learning)**

Essential	Desirable
<ul style="list-style-type: none"> <li>• Degree in Business, Economics or Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in International Business Management</li> </ul>

## Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>▪ 3+ years working in a similar role, with demonstratable sales and relationship experience.</li> <li>▪ Strong commercial acumen and analysis.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understanding of Environmental Sustainability</li> <li>▪ Advanced capabilities in economics</li> <li>▪ Experience in supply chain</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>• Commercial acumen</li> <li>• Analytical</li> <li>• Detail orientated</li> <li>• Outstanding communication skills, both verbal and written</li> <li>• Strong relationship management skills with the ability to establish credibility</li> <li>• International business EQ</li> <li>• Market Insights</li> <li>• Initiative and proactive</li> <li>• Planning and organisation skills</li> <li>• Strong team player</li> </ul>
Competent level	<ul style="list-style-type: none"> <li>• Negotiation and influencing skills</li> <li>• Integrity</li> <li>• Time and priority management</li> <li>• Results driven</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>• International trade policy</li> <li>• Trading</li> <li>• Design thinking</li> <li>• Sustainability and animal welfare</li> <li>• Primary industry</li> </ul>

Note: It is a requirement of this role for the person to be fully vaccinated against covid-19 due to international travel visiting our brands.

**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*

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Approved by

**Name**

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Job Title

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Signature

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*Date*

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