

DAIRYNZ Position Description

Business Partner

Position

Position Title: Business Partner

Reports to: Senior Manager, Marketing & Communications team

Direct Report: N/A

Career Level:

Budget:

Revenue:

Management Position:

Delegated Authority:

Location: Various

Purpose of DairyNZ

DairyNZ works for New Zealand dairy farmers. Our purpose is to help create a better future for them. We do this through investing in research through to extension to help solve on-farm problems and create new opportunities. Outside of the farm gate we collaborate with a wide range of stakeholders to achieve common goals and help tell the great dairy story.

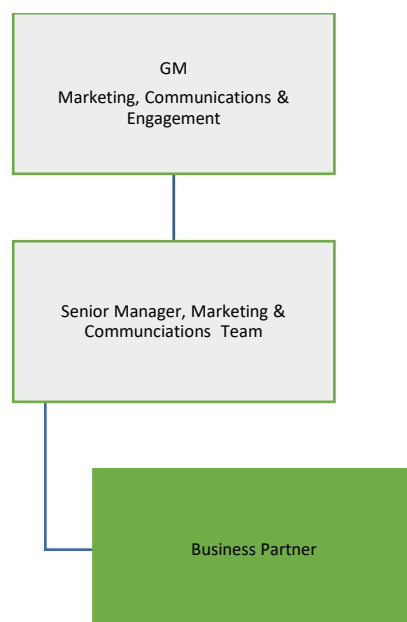
Our Vision: **Delivering a better future, for farmers.**

This is what we strive for in everything we do and everything we say.

Purpose of the position

The position is responsible for providing end-to-end marketing and communications advice and support for research projects, policy and issues relating to the portfolio/s for all audiences. This role is integral to the implementation of DairyNZ's overarching marketing and communications strategy.

Team organisation chart



Key position deliverables

Key accountabilities of the role to be reflected in the Performance Agreement and Individual Performance Targets:

Key Performance Requirement:	Key Indicators:
Strategy implementation	<ul style="list-style-type: none"> Develop and implement the marketing and communications work programme for assigned portfolios. Identify and understand target audience wants and needs, and develop strategies to ensure appropriate reach and engagement with all audiences within and beyond the farmgate, including DairyNZ staff Work closely with other Business Partners to ensure outputs are aligned, including key messages Work with the team manager to ensure the work programme aligns with the overarching marketing and communications strategy Identify the complex issues relating to the portfolio/s and work with the team manager to ensure responses are well planned, anticipated and managed. Provide advice to support the response to significant announcements made by others (eg Government) and how DairyNZ should respond to these. Also advise on, and identify, opportunities where DairyNZ can show leadership on portfolio matters, to support the overarching marketing and communication objectives.
Marketing & Communications	<ul style="list-style-type: none"> Ensure all audiences are fully informed and understand the purpose, goals and achievements of DairyNZ relating to portfolio issues Develop and align all DairyNZ key messages on portfolio issues for all audiences within and beyond the farmgate, including DairyNZ staff Ensure targeted marketing and communications campaigns/actions are implemented to achieve desired changes in farmer behaviour and public perception Ensure all marketing and communications activity within and beyond farm gate are of a high calibre, impactful and consistent Be the guardian of all communications on the portfolio/s Identify significant risks and opportunities and proactively seek the support of the team manager and colleagues to ensure work supports DairyNZ's overarching marketing and communications objectives.
Internal Client Focus	<ul style="list-style-type: none"> Be the first port of call for internal clients across DairyNZ needing marketing and communications support around portfolio issues Develop and lead virtual teams within the marketing and communications function to support internal clients to implement the portfolio marketing and communications work programme Be a virtual member of internal clients' project teams and participate in portfolio management team discussions where appropriate

	<ul style="list-style-type: none"> • Grow knowledge and understanding of the portfolio/s and work with internal clients early on to influence and advise on projects and issues as they emerge. • Actively engage with colleagues, work collaboratively across business areas
External Relationship Management	<ul style="list-style-type: none"> • Grow external networks and relationships with key stakeholders and partners to ensure knowledge and strategy is relevant to the market • Develop and implement stakeholder engagement strategy for portfolio/s drawing on the insights and knowledge of the Stakeholder Engagement Advisor, and aligning with other Business Partners • Establish and maintain internal networks for information and collaboration
Risk Management	<ul style="list-style-type: none"> • Identify early on within project planning phases any potential challenges, risks/issues and tensions e.g behaviour change outcomes may contradict with public perception objectives, or significant media issues. • Work through these inherent challenges and tensions and where necessary, liaise with the team manager and senior colleagues • Work closely with the media specialists and Government & Engagement Manager to ensure there is effective planning to deliver and manage risk on issues with reputational impact and/or an impact on the government relations programme.
Budgets	<ul style="list-style-type: none"> • Manage budgets as designated by Senior Marketing & Communications Manager
Reporting	<ul style="list-style-type: none"> • Report against projects, expenditure, and goals and progress to Senior Marketing & Communications Manager
How We Work	<ul style="list-style-type: none"> • Support and model DairyNZ values and principles: Respect, Curiosity, Courage and Credibility. • Understand and adhere to company policies and guidelines. • Actively support and contribute to DairyNZ organisational culture of one team. • Actively support and encourage continuous improvement to drive our organisation forward. • Strive to provide a safe and healthy workplace • Role model industry safe working practices • Actively promote DairyNZ Health, Safety & Wellbeing Policies and procedures. • Support and encourage employee participation and consultation in all aspects of Health, Safety and Wellbeing management. • Comply with legislative requirements and relevant standards.

Key Relationships

Internal:	External:
Senior Marketing & Communications Manager	Farmers
Marketing and Communications Team	Other external stakeholders
OD Co-ordinator	External Agencies
Research & Development Staff	

Policy team	Other agribusiness organisations with dairy farmer brands e.g. LIC, Fonterra etc.
Extension Staff	Suppliers

Qualifications and experience

Essential	Preferred
Hold a tertiary qualification in Marketing/Communications or a similar business discipline	Experience within the agricultural industry
Possess sound marketing and communication skills and business acumen	Experience working with portfolio issues, within an agricultural context
Experience in marketing and communications working on complex issues in a sensitive and highly politicised environment	
Project management skills – efficient planner and organiser	
Analytical skills and the ability to interpret data to provide effective business solutions	
Proven ability to build and maintain effective working relationships	
Capability in maintaining a strategic view, while understanding individual contributing factors	

Job specific & technical competencies

Category	Descriptor/Evidence
Marketing & Communications Expertise	Practical marketing and communications expertise, with a foundation at tertiary level. Takes responsibility for increasing expertise and keeping up to date with industry changes, technical knowledge and changes in media channels.
Technical Writing	Can communicate in a variety of styles to meet media requirements. Can distil complex science to facilitate appropriate messages to target audience(s). Tailors messages to obtain anticipated results.
Innovation Management	Is good at bringing the creative ideas of others to fruition; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in practice.
Political Savvy	Can manoeuvre through complex political situations effectively and quietly; is sensitive to how people and organisations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organisational life and works to adjust to that reality; is a maze-bright person.
Strategic Agility	Draft and contribute to strategic development and direction. Evidence of successful dissemination of strategy through to operational deliverables. Sees ahead clearly; can anticipate future consequences and

	trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
Business Acumen	Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace.
Peer Relationships	Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.
Planning	Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
Resource Coordination	Effectively manages resource, allocating projects in-house and out of house, efficiently using budgets.
Project Management	Uses project management methodology to enable effective delivery to milestones and deadlines. Plans and schedules project work effectively. Identifies and engages stakeholders and collaborates when appropriate. Able to successfully manage multiple stakeholder projects and programmes.
Decision Making	Makes good timely decisions based upon a mixture of analysis, wisdom, experience, and judgement and with the interests of DairyNZ in mind. Sought out by others for advice and solutions.
Relationship Management and Stakeholder Engagement	Identifies key stakeholders and activity develops and manages relationships with them. Can utilise relationships to influence.
Leadership	Actively leads, inspires and motivates direct reports, providing challenging and stretching tasks, focuses on development, aids and contributes to compelling development plans and supports the execution of them. Proactively champions change. Develops personal profile and establishes credibility across the organisation.
Industry	Sufficient understanding and knowledge of the dairy industry to be able to successfully develop and deliver on relevant and appropriate communications and marketing strategy. Actively seeks to increase knowledge of the dairy industry.
Collaboration	Actively seeks to collaborate. Can demonstrate successful collaborations. Collaborates when appropriate to do so. Influences with ability to generate cohesion and inspire collaboration within areas of influence.
Budget Management	Is responsible in managing delegated budget and in assessing validity of costs. Raises budget issues with Senior Marketing & Communications Manager
I.T. Literacy	Multi media savvy, including web applications such as Facebook and Twitter. Capable of utilising all of MS Office suite to develop and deliver documentation and reporting of the required standard at an Account Management level.

Career level competencies

Competency	Descriptor/Evidence
STRATEGIC AGILITY	Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
INNOVATION MANAGEMENT	Is good at bringing the creative ideas of others to fruition; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in practice.
NEGOTIATING	Can negotiate skilfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.
ORGANISATIONAL AGILITY	Knowledgeable about how organisations work; knows how to get things done both through formal channels and the informal network; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organisations.