

DAIRYNZ Position Description

DairyNZ Extension Partner

Position

Position Title: DairyNZ Extension Partner

Direct Report: NA

Budget: NA

Management Position: No

Reports to: Regional Leader

Career Level: Specialist

Revenue: NA

Delegated Authority: NA

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 principal purpose of this role is to engage and partner with farmers to achieve our strategic goals.

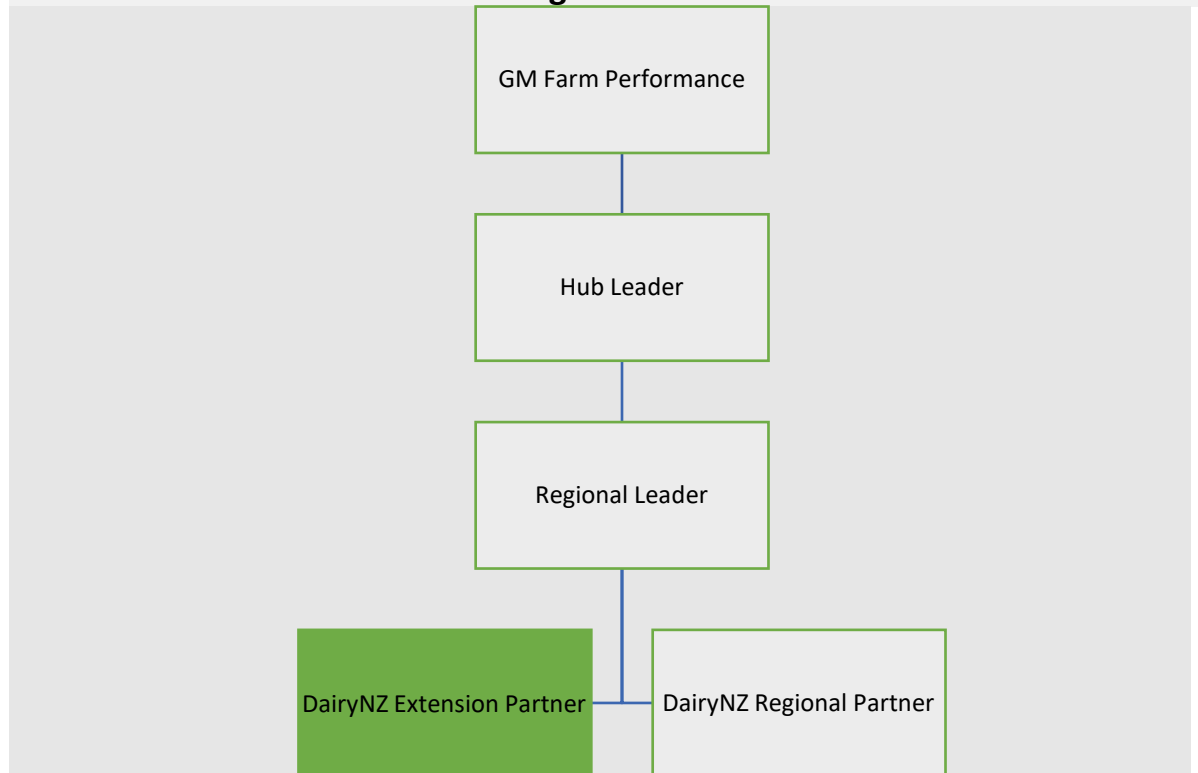
This role will:

- Support groups of farmers as a technical facilitator with farming efficiently, sustainably and profitably
- Drive and support change by connecting dots for farmers on the 'whys and how's' of farming better, linking with and supporting local farmers willing to partner and lead in exploring their own changes, by making leadership on key issues 'doable' for farmers.
- Maintain relationships with farmers according to the region's engagement plan, listening to understand their needs and perspectives and capturing information to underpin DairyNZ's customer relationship management system and insights.
- As part of the local team, DairyNZ Extension Partners will contribute to planning, recruiting attendance, and facilitating high quality regional events that support farmers with efficient farming and adapting to the key challenge's areas provided for in the DairyNZ strategy.
- Contribute expertise at agreed high value events, designed to support farmers with efficient farming and adapting to the key challenges described in DairyNZ's strategy.
- Take challenges and opportunities and help translate them into options farmers can apply within their region and farm system, to move towards a more profitable and sustainable farming system that is futureproof.
- Work with farmer networks and support their events.
- Provide knowledge exchange and connection via digital forums and events.
- Operate as part of the data and information collection network for DairyNZ and provide interpretation of information for farmers.

The person in this role will be seen as credible and respected by farmers for combining their deep knowledge of farm systems, with the practicality and pragmatism that comes from also understanding farmers in their place.

Co-designing new solutions with farmers is an area DNZ is looking to establish as part of its transformation of farmer experience, and to which this role will contribute expert facilitation.

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:
Customer Experience	<ul style="list-style-type: none"> • Provision of a service that gives excellent customer experience, recognising their own and the contributions of others in DairyNZ to the whole customer journey • Drives and supports tangible progress on farm towards DairyNZ strategic focus area outcomes based on genuine understanding of farmers’ needs • Adapts delivery as new or improved services are developed with and for farmers based on insights on their needs • Provides DairyNZ services of value at an individual level to farmers • Understand farmer concerns, needs, and aspirations; and help close the gap between where they are now and where they need to be in the future • Link work from (and to) Science, Policy, and Solutions & Development, that is regionally tailored and relatable • Show value around the work DairyNZ is doing on the big challenges facing the industry • Provide a hands on referral to match services and information to farmers needs for non-core issues

	<ul style="list-style-type: none"> • Build farmers' collective ownership for the need for change; represents DairyNZ's leadership stance • Capture all relevant data and information from farmers according to DairyNZ processes for creating insights and shaping investment decisions
Technical Expertise	<ul style="list-style-type: none"> • Use farm systems knowledge to support and drive change • Help design and develop effective solutions for farmers, and co-design with farmers as required • Participate in project teams as required as support for the needs of and appropriate delivery for farmers • Capture on farm innovation and share at an appropriate level within DairyNZ and with other farmers
Stakeholder Management/Teamwork	<ul style="list-style-type: none"> • Work collaboratively (Internally and Externally) to ensure combined KPI's are met • Actively engage with colleagues, works collaboratively across the business • Maintain positive and professional relationships • Proactively works with DairyNZ Regional Partners (and others engaging with farmers in the region) to ensure a seamless experience for farmers • Work collaboratively with the Solutions & Development team and the Channels team to ensure all DairyNZ touchpoints are consistent and clear for farmers • Develop, execute, and review personal objectives, plans, and service targets that are aligned with the engagement plan • Participate in regional planning and the promotion and effective delivery of extension concepts, products/tools, and services within the region that meet individual farmer and industry goals • Discuss and assist with development of plans to manage any identified issues within the region with the Regional Leader
Delivery and facilitation	<ul style="list-style-type: none"> • Achieve agreed outcomes and targets as per the engagement plan by delivering an appropriate mix of well-resourced and targeted extension events • Deliver Extension services within the region, applying a broad knowledge of dairy farm systems with a commitment to the Whole Farm Assessment approach and application of good extension methodology • Support practice change via a range of methods including one on one, group coaching, facilitating, presenting & webinars/podcast. • Facilitate comfortably in crowds such as at field days or specialised events • Expertly facilitate diverse groups of people to safely and constructively contribute and reach agreed outcomes • Assist with facilitating co-design of solutions with farmers and other contributors • Work in partnership with internal teams and rural professionals to deliver specialist extension events • Create farmer-grounded technical articles for internal and external publications as required

	<ul style="list-style-type: none"> • Apply programmed learning methods and disciplines to support farmer capability building • Utilise adult learning techniques to promote internal motivation and capability growth of participants at extension events
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 • Take appropriate action to ensure correction of any condition or practice, which may cause harm to yourself, others or the environment • 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

Internal:	External:
Regional Leader	Farmers
Key Accounts Manager	Rural professionals
Hub Lead	Dairy Training Limited
DairyNZ Regional Partner	
Solutions & Development Team	
Marketing, Communications and Engagement teams	
Senior Admin & Events Coordinator	

Qualifications and experience

Essential:	Preferred:
Tertiary qualification in agriculture	Familiarity with programmed learning disciplines
Proven practical New Zealand dairy farming experience with an understanding of New Zealand dairy farm systems	Experience with principles of service design or co-design
Practical agricultural experience	
Demonstrate understanding of the wide range of issues relevant to dairying in New Zealand	
Ability to display leadership, influence, and persuasion skills	
Proven organisational and time management skills	

Ability to work in a team environment	
Excellent oral and written communication skills	
Good working knowledge of the Microsoft office Suite	
Ability to travel	
Relevant agribusiness extension and/or adult learning experience	
Ability to deliver effective solutions to customers with a customer service focus	

Job specific & technical competencies

Category	Descriptor/Evidence
Rural Knowledge	Understand the rural community and keeps up to date with the economic, political and environment issues affecting our farmers Understands all parts of the farm systems Understands practical solutions that support farmers
Composure	Is cool under pressure; won't become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis
Planning	Planning, organising and/or monitoring one's own work or the work of others to ensure achievement of desired results
Problem solving	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond obvious and doesn't stop at the first answer
Motivating others	Creates a climate in which farmers want to do their best; can motivate different types of farmers; can assess a farmer's hot button and use it to get the best out of them; empowers others; invites input and shares ownership and visibility; makes farmers feel their work is important; is someone farmers like working with
Presentation and facilitation skills	Is effective in a variety of formal presentation settings: one-to-one, small and large groups, peers, direct reports, and bosses; is effective both inside and outside the organisation, including controversial topics; commands attention and can manage group process during the presentation; can change tactics midstream when something isn't working. Can present in different channels i.e. online, podcasts and webinars
Adult Learning	Has the theory and practical expertise to design and deliver adult learning opportunities/events. Uses proven adult learning techniques. Keeps up to date with best practice methodology.
Communication	Engages stakeholders using appropriate communication methods to achieve desired outcomes. Creates opportunities and forums for discussion and idea-sharing. Demonstrates understanding of the feelings, motivations, and perspectives of others, while adapting communications to anticipated reactions. Shares insights about their own strengths, weaknesses, successes, and failures to show empathy, and help others relate. Discusses contentious issues without getting defensive and maintains a professional tone.
Customer Focus	Assesses and addresses underlying internal and external customer needs beyond those originally expressed. Identifies and implements best practices and solutions to improve customer service. Works with relevant DairyNZ expertise to design services and processes with the customer experience top of mind. Implements systems to record and analyse customer feedback and the overall customer experience. Coaches employees on how to manage and build internal and external customer relationships. Creates an environment where employees are empowered to put customers first.

Career level competencies - Specialist

Competency	Descriptor/Evidence
PROBLEM SOLVING	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
INTELLECTUAL HORSEPOWER	Is bright and intelligent; deals with concepts and complexity comfortably; described as intellectually sharp, capable and agile.
INTERPERSONAL SAVVY	Relates well to all kinds of people – up, down and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
TIMELY DECISION MAKING	Makes decisions in a timely manner, sometimes with incomplete information under tight deadlines and pressure; able to make a quick decision.