

# DAIRYNZ Position Description

## STRATEGIC PROJECT MANAGER

### Position

Position Title: Strategic Project Manager

Reports to: Head of Marketing,  
Communications and Brand

Direct Reports: N/A

Career Level: Advanced Marketing

Budget: Project dependent (TBC)

Revenue: N/A

Delegated Authority: TBC

### 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

Contribute marketing leadership in the MCE team with a focus on strategic marketing and fantastic execution, delivering projects support delivering a better future for farmers.

The Strategic Project Manager contributes to the strategic planning and design of new projects / programmes of work, ensuring they fit with all our other key activity, are farmer (or target audience) focused and build on the overarching DairyNZ brand.

The position plays an integral role in leading the Marketing and Comms for the more challenging and critical projects for our dairy farmers and for the DairyNZ brand.

### 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 leadership and implementation	<ul style="list-style-type: none"> <li>• Lead and develop the marketing and communications strategies for key DairyNZ projects and programmes.</li> <li>• Lead the thinking around identifying and understanding 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</li> <li>• Work closely with other Business Partners and MCE team to ensure alignment with the overarching DairyNZ brand and strategy and other marketing and communications strategies</li> <li>• Provide leadership and advice to support the response to significant announcements made by others (e.g. Government) and how DairyNZ should respond to these. Also advise on, and identify, opportunities where DairyNZ can show leadership on these matters with farmers.</li> </ul>

<p>Marketing &amp; Communications</p>	<ul style="list-style-type: none"> <li>• Lead strong marketing and communications activation to ensure all audiences are fully informed and understand the purpose, goals and achievements of DairyNZ relating to the project</li> <li>• Develop and align all DairyNZ key messages for the project for all audiences within and beyond the farmgate, including DairyNZ staff</li> <li>• Lead targeted marketing and communications campaigns/actions implementation to achieve desired connections with farmers and public perception</li> <li>• Ensure all marketing and communications activity within and beyond farm gate are of a high calibre, impactful and consistent</li> <li>• Be the guardian of all communications on the project</li> </ul>
<p>Collaboration and MarComms leadership internally</p>	<ul style="list-style-type: none"> <li>• Develop and lead virtual teams within the marketing and communications function and with internal clients to implement impactful marketing and communications</li> <li>• Be the first port of call for internal clients across DairyNZ needing marketing and communications leadership for relevant project</li> <li>• Grow knowledge and understanding of the portfolio/s and work with internal team to share best practice marketing and communications and advise on projects and issues as they emerge.</li> <li>• Actively engage with colleagues, work collaboratively across business areas</li> <li>• Lead resources needed across the rest of MCE for the project and how best to work with the wider team to ensure great outcomes</li> </ul>
<p>External Relationship Management</p>	<ul style="list-style-type: none"> <li>• Work with external networks to grow relationships with key stakeholders and partners to ensure DairyNZ knowledge and strategy is well represented in the market</li> <li>• Establish and maintain internal networks for information and collaboration</li> </ul>
<p>Risk Management</p>	<ul style="list-style-type: none"> <li>• Identify and share 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.</li> <li>• Work closely with the media specialists and Government &amp; 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.</li> </ul>
<p>Budgets</p>	<ul style="list-style-type: none"> <li>• Lead on project budgets as designated by Head of Marketing, Communications and Brand Manager.</li> </ul>
<p>Reporting</p>	<ul style="list-style-type: none"> <li>• Report against projects, expenditure, and goals and progress to Head of Marketing, Communications and Brand Manager.</li> </ul>
<p>How We Work</p>	<ul style="list-style-type: none"> <li>• Support the shift in the MCE team to best practice marketing and communications – driven by insights, strong strategy and excellent execution.</li> </ul>

- 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.

Internal:	External:
MCE team	e.g. MBIE and MPI
Strategy & Investment Leaders (SILs) General Managers	Industry / sector investors in science
Project Managers and PMO team	Science collaborators
Farm Performance	Program stakeholders
Finance team	Legal
Digital Team	Farmers
Staff Line Managers	

## Qualifications and experience

Essential:	Preferred:
Experience in managing marketing activity and projects (7-10 years)	An affinity for dairy farming and an understanding of its place in the NZ economy
Tertiary degree in marketing, commerce or relevant field	
Extensive experience in developing and deploying strategy	
Extensive experience in negotiation	
Expert time management skills, ability to manage multiple tasks and conflicting priorities	
Project management expertise and delivery to outcomes	
Expert client / stakeholder management with well-developed networks	

## Job specific & technical competencies

Category	Descriptor/Evidence
<b>MARKETING AND COMMUNICATION LEADERSHIP</b>	<ul style="list-style-type: none"> <li>Proactively champions change and best practice marketing and communications. Develops personal profile and establishes credibility across the organisation. Demonstrates leadership within DairyNZ and the industry.</li> </ul>
<b>INDUSTRY KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Understanding and knowledge of the dairy industry to be able to successfully develop and deliver allocated projects.</li> <li>Actively seeks to increase knowledge of the dairy industry.</li> </ul>
<b>RELATIONSHIP MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Identifies key stakeholders and actively develops and manages relationships with them. Can utilise relationships to influence. Effective management of high-level relationships internally and externally.</li> </ul>
<b>CLEAR COMMUNICATOR</b>	<ul style="list-style-type: none"> <li>Articulates ideas and intentions clearly and succinctly. Is honest, tactful and diplomatic in interactions. Writes clearly and succinctly; can get messages across that have the desired effect. Provides the information people need to know to do their jobs and to feel good about being a member of the crew and Organisation. Provides information so others can make accurate decisions; is timely with information.</li> </ul>
<b>POLITICAL SAVVY</b>	<ul style="list-style-type: none"> <li>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 her/his approach accordingly; views corporate politics as a necessary part of organisational life and works to adjust to that reality.</li> </ul>
<b>PRESENTATION</b>	<ul style="list-style-type: none"> <li>Is effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers and bosses; is effective both inside and outside the organisation, commands attention and can manage group process during the presentation; can change tactics midstream when something isn't working.</li> </ul>

## Career level competencies

Competency	Descriptor/Evidence
<b>STRATEGIC AGILITY</b>	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.
<b>DECISION QUALITY</b>	Makes good decisions based upon a mixture of analysis, wisdom, experience and judgements; most of her/his solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice.
<b>INNOVATION MANAGEMENT</b>	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.
<b>NEGOTIATING</b>	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

	<p>diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.</p>
<p><b>ORGANISATIONAL AGILITY</b></p>	<p>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.</p>