

DAIRYNZ Position Description

DairyNZ Regional Partner

Position

Position Title: DairyNZ Regional Partner

Direct Report: NA

Budget: NA

Management Position: NA

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 DairyNZ Regional Partner is primarily accountable for agreed relationships within the region by engaging, servicing, and managing regional levy payers and farmers assigned within DairyNZ's (DNZ) engagement framework, and for extending DNZ's purpose and strategic focus areas.

Leveraging the relationships established, the Regional Partner will utilise an agreed range of methods within their region to help grow farmers' capacity to act to adapt their farm businesses to perform better in the face of challenges, opportunities, and changing contexts.

Working with agreed levy payers/farmers to identify, assess, manage, and provide referrals to valued solutions is a key part of this role. As a coach this role partners with farmers to cut through information, personalise it and help it make sense, and point in the right direction through referrals when needed. An important part of this role is having enough technical knowledge across the areas of farm systems to assess gaps and opportunities

This role will provide a "problem identification service" whereby farmers and their farm situation are understood and empathised with, they are helped to make sense of the problem, and their ability to respond is understood so the services they are connected with and/or the best steps are agreed.

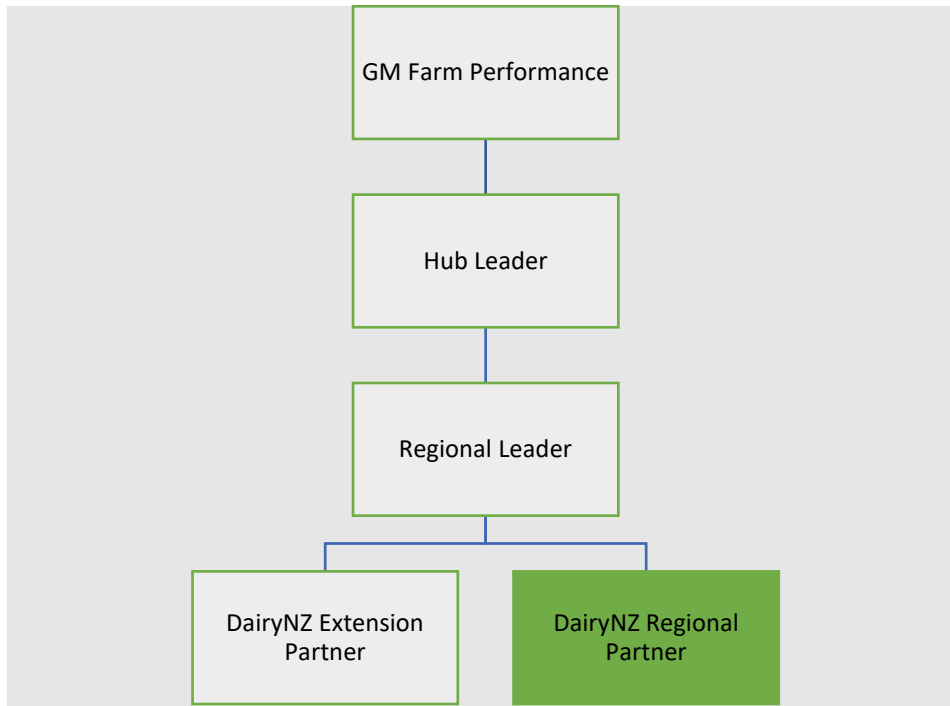
Co-designing new solutions with farmers is an area DNZ is looking to establish as part of its transformation of farmer experience, and which this role will support.

As part of the local team, the Regional Partner will contribute to planning, recruiting attendance, and participating in agreed high quality regional events that support farmers with efficient farming and adapting to the key challenge areas provided for in the DairyNZ strategy.

The role will also direct farmers to learning programmes providing value and supporting change.

A key part of the local farming community, the DairyNZ Regional Partner will strategically attend sector, partner, and rural professional events to build their relationship presence in the regions and to ensure high quality referrals.

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:
Strategic Engagement	<ul style="list-style-type: none"> • Take a coaching approach with farmers by active listening, showing empathy, being inquisitive, affirming targets, and identifying areas for improvement and building capability. • Increase the number of farmers for whom DairyNZ has delivered value each year • Provision of superior service to all farmers and internal stakeholders by demonstrating the DairyNZ values and taking a farmer centred approach • Achieve a targeted farmer/levy payer satisfaction score combined with the levy payer feeling they get value for their levy investment • Engagement with farmers that takes a consultative approach with active listening at the heart to understand farmers’ personal and business drivers – sees beneath farmers’ functional needs to provide the highest value service • Exceed farmers’ service satisfaction levels through the delivery of accurate, relevant and timely information and advice • Help makes sense of farmers’ social licence and wider relevant regulatory contexts (across the whole system including

	<p>immigration, tax, environmental, planning consents, health and safety, employment law, biosecurity, pest management etc)</p> <ul style="list-style-type: none"> • An expert in understanding and localising implications of relevant regulation • Generate leads for other parts of the business, including project delivery teams, Dairy Training, and Dairy Base • Proactively match farmer needs with services within DairyNZ, partners and local RP networks • Support co-design of solutions with farmers • Capture all relevant data and information from farmers according to DairyNZ processes for creating insights and shaping investment decisions • Adapt approach as new or improved services are developed with and for farmers based on insights on their needs
Farmer Relationship Management	<ul style="list-style-type: none"> • Maintain regular contact with agreed farmers (according to the regional engagement plan) by a range of appropriate methods • Hold in-depth discussions with farmers about relevant topics, providing the right advice and information to meet their needs, demonstrating real commitment to the profitability and overall sustainability of their farming operations • Develop long-term relationships with farmers key to achieving DairyNZ's strategy in the region • Is trusted by farmers, seen as knowledgeable with a practical approach
Networking	<ul style="list-style-type: none"> • Use business and social networking to identify opportunities to add value to farmers and work towards delivering DairyNZ's strategy • Where required, attends field days, seminars, events in the local rural community to enhance DairyNZ and personal profiles
Stakeholder Management/Teamwork	<ul style="list-style-type: none"> • Work collaboratively (internally and externally) to ensure individual, regional and DairyNZ KPI's are met • Maintain positive and professional relationships • Proactively work with the Key Account Manager to manage key accounts within their engagement plan.
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
Hub Lead	Rural professionals
Key Accounts Manager	
DairyNZ Extension Partner	
Dyna Business Lead	
Senior Admin & Events Coordinator	
Solution & Development Team	
Policy Team	
Farm Information Advisor	
Insights Team	
Manager Farmer Centred Design	
Science Team	

Qualifications and experience

Essential:	Preferred:
Tertiary qualification in agriculture or relevant experience	Experience with principles of service design or co-design
Proven practical New Zealand dairy farming experience with an understanding of New Zealand dairy farm systems	
Demonstrate understanding of the wide range of issues relevant to dairying in New Zealand	
Ability to display leadership, influence and persuasion skills	
Proven customer relationship management capability	
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 extension agribusiness experience and ability to deliver effective solutions to customers with a customer service focus	

Job specific & technical competencies

Category	Descriptor/Evidence
Relationship Techniques	<ul style="list-style-type: none"> Utilises sales techniques to connect and deliver. (Questioning, empathy, active listening, master referrer/knowledge broker & being inquisitive)

Organisational awareness	<ul style="list-style-type: none"> Contribute to the organisation by understanding and aligning actions to the organisations goals, core functions, needs and values.
Relationship building	<ul style="list-style-type: none"> Develops internal and external trusting and professional relationships. Purposefully develops networks to build value through collaboration.
Rural knowledge	<ul style="list-style-type: none"> Understands the rural community and keeps up to date with the economic, political, and environmental issues affecting farmers.
Empathy	<ul style="list-style-type: none"> Demonstrates empathy and compassion in difficult or complex situations.
Customer driven	<ul style="list-style-type: none"> A commitment to understanding the needs and best interests of both internal and external clients, to provide them with outstanding client service and help them to make informed decisions. Works with relevant DairyNZ expertise to design services and processes with the customer experience top of mind.
Listening and coaching skills	<ul style="list-style-type: none"> Demonstrates active listening skills through eye contact, paraphrasing, appropriate body language and checking understanding. Demonstrates questioning skills to explore issues, assess mindsets and help bring clarity
Strategic agility	<ul style="list-style-type: none"> Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future orientated; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategics and plan.
Systems thinking	<ul style="list-style-type: none"> Grasps not only farm systems, but that farming is a complex adaptive system. Understands the whole and the parts at the same time, along with the relationships and the connections that make up the dynamics of the whole, to support both problem and solutions identification. Can simplify complexity; sees through chaos, manages interdependency, and understands the implications of choice.
Product knowledge	<ul style="list-style-type: none"> Is knowledgeable about DairyNZ's offerings, the differences between them, and the appropriateness of each in different situations.

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.