

# DAIRYNZ Position Description

## Area Manager

### Position

**Position Title:** Area Manager  
**Direct Report:** No  
**Budget:** N/A  
**Management Position:** No

**Reports to:** Regional Manager  
**Career Level:** Specialist  
**Revenue:** N/A  
**Delegated Authority:** N/A

### Purpose of DairyNZ

Our Purpose: ***Progressing a positive future for New Zealand dairy farming.***

That’s why we exist for farmers, working along them and others to leverage our collective strength and create purposeful change.

### Purpose of the position

The purpose of the Area Manager is to work with dairy farmers, partners, and stakeholders to deliver the required elements of the DairyNZ strategic programmes. The role provides technical leadership and expertise in farm systems and plays a critical part in maintaining a strong and influential presence with dairy farming communities, local industry partners and stakeholders providing leadership and enabling partnerships.

### 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:
Delivery	<ul style="list-style-type: none"> <li>• Delivery of the assigned activity and key performance indicators/targets/objectives of the regional delivery plan. Ensuring the delivery methods align with the engagement requirements of the strategy and leveraging extension and on farm adoption expertise. These may include (not exhaustive):               <ul style="list-style-type: none"> <li>○ Individual facilitation of events and farmer to farmer learning opportunities.</li> <li>○ Assist with organisation and facilitation of wider DairyNZ events e.g. Farmers Forum.</li> <li>○ Participation in partner or stakeholder events.</li> <li>○ Referrals to experts, specialists or partners for solutions and services.</li> <li>○ Participation in co-design activities.</li> </ul> </li> <li>• Actively deliver the outcomes of the regional delivery plan through a farm systems lens, 'connecting dots' for farmers on the 'whys and how's' of options to improve farming practices. This may include referral to DairyNZ self-serve options or to partners or other options for support.</li> <li>• Identify and build relationships with farmers willing to partner with DairyNZ and lead others, through co-design opportunities with strategic programmes and opportunities for others to learn from them including case studies, field days and other events.</li> <li>• Actively promote the DairyNZ strategy and progress, providing technical leadership on the ground through credible knowledge, solutions, and relationships.</li> <li>• Capture all relevant data and information from farmers according to DairyNZ processes for creating insights and shaping investment decisions.</li> <li>• Participate in regional planning and the promotion and effective delivery of extension concepts, products/tools, and services as per the strategic programmes.</li> <li>• Operate as part of the data and information collection network for DairyNZ, including identification of innovative practices. Assist with interpretation of information for dairy farmers, if</li> </ul>

	required.
Stakeholder Relationship Management	<ul style="list-style-type: none"> <li>• Actively build and maintain external networks and relationships with allocated stakeholders within the area, ensuring DairyNZ has an influential presence, effective farmer networks and strong relationships to enable effective partnerships with DairyNZ.</li> <li>• Ensure emerging issues are identified and highlighted to the Regional Manager.</li> <li>• Represent and speak on behalf of Regional Manager and DairyNZ at appropriate interest groups/industry meetings.</li> <li>• Maintain collaborative internal relationships within DairyNZ and specifically with the Regional Teams and wider Farm Solutions &amp; Policy business unit to ensure efficient delivery and provision of specialist expertise to farmers and partners.</li> </ul>
How We Work	<ul style="list-style-type: none"> <li>• Support and role model DairyNZ values and principles: Connected, Curiosity, Courage, and Credibility.</li> <li>• Understand and adhere to company policies and guidelines.</li> <li>• Actively support and contribute to DairyNZ organisational culture of one team.</li> <li>• Actively support and encourage continuous improvement to drive our organisation forward.</li> <li>• Strive to provide a safe and healthy workplace.</li> <li>• Role model industry safe working practices</li> <li>• Take appropriate action to ensure correction of any condition or practice, which may cause harm to yourself, others, or the environment.</li> <li>• Actively promote DairyNZ Health, Safety &amp; Wellbeing Policies and procedures.</li> <li>• Support and encourage employee participation and consultation in all aspects of Health, Safety and Wellbeing management.</li> <li>• Comply with legislative requirements and relevant standard.</li> </ul>

## Key relationships

Internal	External
Regional Manager	Dairy Farmers, including large levy payers, community leaders, Iwi owned entities
Senior Delivery Lead	Members of Industry Groups (at team level) e.g. Federated Farmers, Beef+LambNZ, HortNZ, Ravensdown, Balance, Fertilizer Association of NZ)
National Events Lead and Event Coordinators	Regional Councils
Farmer Communications & Marketing Team	Environmental NGO's (at team and regional level) e.g. Fish and Game NZ, EDS, Forest and Bird, Landcare Trust)
Solutions & Development Team	Dairy Companies (at relevant level)
Policy Team	Rural Professional Organisations
Biosecurity Team	
Research & Science Team	
Corporate Services Team	
People & Capability Team	

## Qualifications and experience

Essential	Preferred
Tertiary qualification in a relevant discipline such as agriculture, commerce, or science	Experience with principles of service design or co-design.
Practical New Zealand dairy farming experience with technical farm systems expertise	
Extensive relevant agribusiness sales, or adoption/extension experience, delivering solutions to achieve adoption of practice changes	
Strategic thinking, able to identify trends in the sector and anticipate and take advantage of the opportunities for DairyNZ.	
Proven ability to deliver effective solutions to customers with a customer service focus	
Proven ability to build effective networks and relationships, working with a wide range of people with varying needs	
Strong planning ability.	
Excellent communication and presentation skills (written and verbal) to a variety of audiences - can succinctly express ideas and influence the audience	

## 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
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.