



DAIRYNZ Position Description

DairyBase Development Manager

Position

Position Title: DairyBase Development Manager

Direct Report: None

Budget: None

Management Position: No

Reports to: DairyBase Manager

Career Level: Specialist

Revenue:

Delegated Authority: TBC

Purpose of DairyNZ

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

Our Vision: *To make the levy the best investment of every New Zealand dairy farmer.*

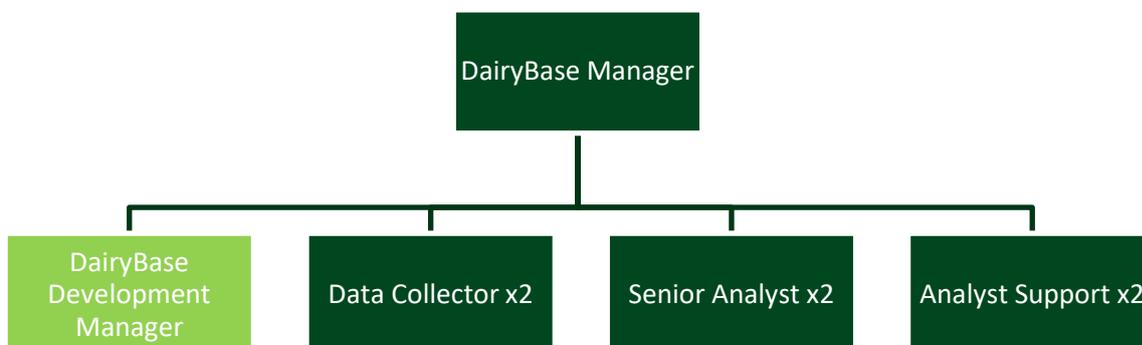
That's why we exist for farmers, working alongside them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The DairyBase Development Manager leads the strategic development, delivery, and ongoing evolution of DairyBase products to maximise value for New Zealand dairy farmers. The role blends strategic product management with strong sector and partnership leadership, ensuring DairyBase continues to operate as a trusted, credible, and farmer-centred solution.

This position guides other DairyNZ teams and/or partners to help actualise the future vision of DairyBase, bringing together business development, product leadership, customer insight, and cross-functional collaboration to set product direction, prioritise development activity and to deliver high-value outcomes aligned with DairyNZ strategy.

Team organisation chart



Key position deliverables

Key deliverables of the role to be reflected in the Performance Agreement and Individual Performance Targets.

Key Performance Requirement:	Key Indicators:
DairyBase Customer Engagement	<ul style="list-style-type: none"> • Proactively drive engagement with farmers, rural professionals and key commercial stakeholders to ensure high-quality data supply and participation for DairyBase, Baseline and related projects. • Identify, recruit and onboard participants to support project delivery and continuous improvement activities. • Build strong feedback loops with farmers and farmer facing teams to improve usability, inform product refinement, and strengthen adoption. • Ensure CRM and customer processes support a cohesive and consistent experience for all stakeholders.
Marketing and Engagement	<ul style="list-style-type: none"> • Contribute to the development and execution of marketing and communications plans to drive awareness and uptake of DairyBase products. • Partner with Marketing, Solutions and Development, Extension and Farm Performance teams to support change management and drive sustained adoption.
Stakeholder & Partnership Management	<ul style="list-style-type: none"> • Maintain and strengthen trusted relationships with the accounting community to ensure ongoing data contribution and sector collaboration. • Identify, engage and recruit new accountants and rural professionals to expand participation across DairyNZ projects using DairyBase. • Train and empower rural professionals to confidently interpret and use DairyBase financial insights with farmers. • Represent DairyNZ and DairyBase at sector events, conferences and awards as required. • Lead integration partnerships by identifying opportunities to improve interoperability, data flow, product experience and strategic alignment across the farm business ecosystem.

Internal Relationship Management	<ul style="list-style-type: none"> • Build and maintain strong, trusted relationships across Digital, Marketing, Solutions and Development, Farm Solutions & Engagement, Economics and other internal teams to ensure clarity and alignment on DairyBase priorities and delivery expectations. • Facilitate proactive, timely and accurate communication to support planning, delivery and decision-making. • Provide clear, consistent updates on product plans, decisions, risks and releases to support organisational readiness.
Product Strategy and Roadmap	<ul style="list-style-type: none"> • In collaboration with other responsible teams, including Solutions and Development, Economics, Data Science and Modelling refine and deliver long-term DairyBase product strategies that align with DairyNZ objectives and deliver measurable value to farmers. • Maintain transparent, realistic and farmer-centred product roadmaps that balance organisational priorities with technical feasibility. • Identify growth, improvement and innovation opportunities using market insights, sector trends and customer feedback. •
Consumer and Market Insights	<ul style="list-style-type: none"> • Evaluate and when needed conduct research into farmer needs, behaviours and preferences to shape DairyBase product decisions. • Stay abreast of emerging sector trends, technologies and advisory practices that impact farm business management. • Apply evidence-based insights and analytics to measure value, improve performance and guide continuous improvement.
Value Delivery and Governance	<ul style="list-style-type: none"> • Own and manage the product backlog to ensure timely delivery of high-value features, improvements and fixes. • Clearly articulate product intent, outcomes and measures to delivery teams and stakeholders. • Coordinate with Digital, Operations and Marketing teams to plan and deliver product releases that are technically sound and organisationally ready. • Monitor product performance, usage and impact to ensure DairyBase remains sustainable and valuable. • Manage the full product lifecycle from discovery to retirement. • Track release outcomes against target measures and capture lessons learned
Risk, Privacy and Trust	<ul style="list-style-type: none"> • Actively partner with governance, assurance and technical teams to ensure products meet data privacy, security and ethical use expectations. • Ensure product decisions protect farmer trust and uphold DairyNZ's reputation for credibility and stewardship of data.

How We Work	<ul style="list-style-type: none"> • Support and role model DairyNZ values and principles: Connected, 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 standard
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Key relationships

Internal	External
DairyBase Team	Dairy Farmers
Marketing and Communications	Rural Professionals
Digital Team	Integration Partners
Farm Solutions and Engagement Team	

Qualifications and experience

Essential	Preferred
Relevant tertiary qualification or equivalent practical experience (5+ years).	Experience working with financial or advisory professionals (e.g., accountants, consultants, rural professionals).
Proven experience as a Product Owner or Product Manager in a digital, data, or technology-enabled environment.	Strong understanding of product development lifecycles, backlog management and prioritisation frameworks.
Demonstrated ability to build and manage strong relationships with internal and external stakeholders, including technical teams and sector partners.	Experience with integration partners or data ecosystem tools (e.g., accounting software, on-farm digital tools, data-sharing systems).
Experience working cross-functionally to deliver products or services, with strong collaboration and communication skills aligned to	Knowledge of the New Zealand dairy industry and farm business management practices

organisational strategy.	
Demonstrated experience using metrics, insights and performance data to inform decisions and measure product impact.	Understanding of farm physical and environmental data recording tools and their role in farm decision-making.
Understanding of Marketing and Sales skills	

Job specific & technical competencies

Category	Descriptor/Evidence
Customer and Relationship Leadership	Builds constructive and effective relationships with farmers, rural professionals, partners and internal teams. Uses diplomacy, tact and sound judgement; maintains confidentiality and trust. Demonstrates deep commitment to understanding the needs, expectations and realities of farmers and stakeholders to inform decision-making and deliver high-value experiences.
Communication & Engagement	Communicates complex information clearly and succinctly in written and verbal formats. Tailors communication for different audiences and ensures clarity of intent, rationale and expected outcomes. Engages confidently across a variety of forums, including workshops, presentations, training and high-stakes conversations. Adapts communication style as needed to achieve shared understanding.
Collaboration & Internal Alignment	Actively seeks opportunities to collaborate across DairyNZ teams. Builds cohesion, fosters shared understanding and supports aligned delivery of product and organisational priorities. Supports adoption of product changes by enabling internal teams, rural professionals and farmers to understand, trust and confidently use new features or processes.
Change and Adoption Leadership	Supports successful adoption of DairyBase features and processes by enabling teams, rural professionals and farmers to understand, trust and confidently use new or improved functionality.
Product Leadership & Delivery	Translates organisational strategy, farmer needs and sector insights into clear product direction and priorities. Makes evidence-based decisions. Develops and maintains realistic, farmer-centred product roadmaps. Connects day-to-day product decisions to broader strategic outcomes. Anticipates future needs, identifies opportunities for growth, and balances short-term delivery with long-term sustainability. Understands the end-to-end product lifecycle and ensures DairyBase delivers measurable value, remains sustainable, and meets expectations for quality, usability and impact.
Digital, Data & Integration Capability	Understands core digital concepts (e.g., UX/UI, APIs, data models, integration). Applies user-centred design principles to ensure DairyBase products are simple, practical and intuitive. Understands the role of connected digital systems in farm business performance. Identifies and progresses opportunities to improve interoperability, data flows and the overall product experience across the ecosystem.
Stakeholder & Partnership Management	Builds strong relationships with technical teams, sector partners, accountants, rural professionals and integration providers. Supports aligned goals, resolves issues constructively and ensures mutual value.

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.