

DAIRYNZ Position Description

Government Relations Manager

Position

Position Title: Government Relations Manager	Reports to: GM Policy & Government Relations
Direct Report: None	Career Level: Advanced Specialist
Budget: TBC	Revenue: None
Management Position: Yes	Delegated Authority: TBC

Purpose of DairyNZ

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

Our Vision: *To make the levy the best investment for every dairy farmer.*

Our Values: *Pono - Credibility, Pākiki - Curiosity, Māia - Courage and Kotahitanga - Connected.*

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 this role is to support the General Manager, Policy & Government Relations, in strengthening DairyNZ's external stakeholder engagement and leading the delivery of strategic Government Relations initiatives. The role contributes directly to DairyNZ's strategy, purpose, and vision by ensuring that key relationships, issues, and opportunities are managed effectively across the policy and government landscape.

This position is responsible for leading and managing strategic Government Relations projects from ideation through to completion. These projects often span multiple business units and programmes, involve cross-sector stakeholders, and have material impact on the wider dairy industry. By providing high-quality strategic advice, fostering strong and trusted relationships, and enabling effective communication across internal and external audiences, this role plays a critical part in advancing outcomes for farmers and the sector.

Key Functions

Policy Monitoring & Analysis

Monitor legislative and regulatory developments, assessing their implications for dairy farmers and the wider sector, and providing timely insights to support proactive decision-making.

Issue Management

Identify emerging public or political issues, respond proactively, and develop strategies that protect and support the dairy sector during periods of challenge or change.

Advocacy

Engage with MPs, government officials, and decision-makers to influence policy settings, advocate for dairy farmers' interests, and mitigate risks that could adversely affect the industry.

Relationship Building

Develop and maintain constructive, long-term relationships with politicians, central and local government, agencies, and key external stakeholders to support DairyNZ's strategic influence.

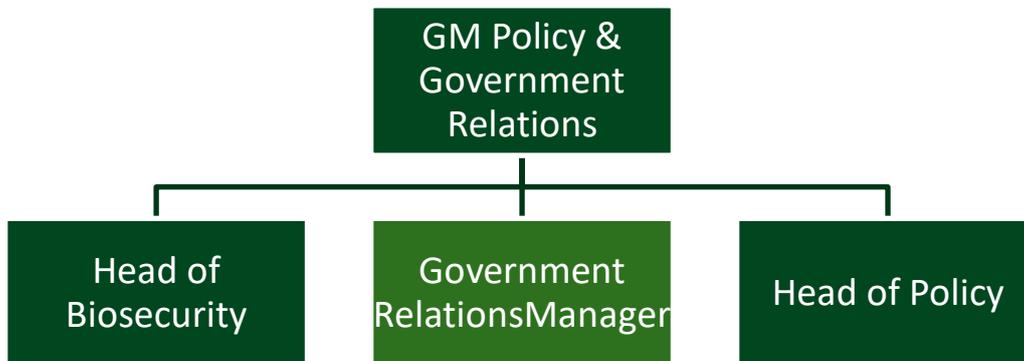
Strategic Communication

Prepare and deliver clear, targeted, and evidence-based messaging to inform the public, policymakers, and stakeholders about the dairy sector's priorities, challenges, and contributions.

Internal Consultation

Provide strategic advice to senior leaders and programme teams on political opportunities, risks, and issues, supporting informed decision-making and alignment across the organisation.

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:
Stakeholder Relationships (60% weighting)	<ul style="list-style-type: none"> • Develop and maintain strong relationships with key stakeholders, including government Ministers and MPs, officials, councils, industry and sector partners, community leaders, advocacy groups, and Local Government. • Act as the primary senior representative and relationship owner between DairyNZ and its key external government stakeholders, ensuring clear and consistent communication. • Shape and drive stakeholder strategies that advance DairyNZ's strategic priorities and protect interests of dairy farmers. • Collaborate with internal teams to develop and execute comprehensive stakeholder engagement plans that support DairyNZ's strategic initiatives. • Lead cross-functional projects and initiatives aimed at enhancing stakeholder relations and achieving organizational objectives. • Identify and activate opportunities for strategic partnerships and collaborations that advance the DairyNZ's mission, goals and strengthens sector outcomes. • Support the GM to develop, maintain and manage strong and effective relationships with key partners and stakeholders, including the DairyNZ Board, Leadership Team, influential farmers, rural professionals and DairyNZ colleagues to ensure support for delivery of industry targets where required. • Arrange strategic meetings and provide advance briefings for the Board and Leadership Team, which cover opportunities, emerging risks and political developments. This includes letters to ministers, and engagement planning and strategy.
Strategic Project Management, Planning & Delivery (20% weighting)	<ul style="list-style-type: none"> • Lead and manage strategic Corporate Affairs projects from ideation to completion, ensuring alignment with the DairyNZ strategy and the Corporate Communications and Media Strategy. • Lead positioning and engagement projects during critical political cycles and other strategic projects that arise from DairyNZ's 9 work programmes. • Act as a troubleshooter for projects that require effective stakeholder management and work closely with other DairyNZ teams to manage emerging issues. • Develop detailed project plans, timelines, and budgets as necessary.

	<ul style="list-style-type: none"> • Ensure projects are completed on time, within scope, and within budget. • Develop and implement strategies to drive DairyNZ’s purpose and vision. • Facilitate meetings, workshops, and discussions to gather input and build consensus.
<p>Technical Support (15% weighting)</p>	<p>Support the GM to effectively deliver the assigned projects and priority work by:</p> <ul style="list-style-type: none"> • Assist GM with the planning and scheduling of program and project plans, and, where required, prepare, and execute detailed phases of work for projects. • Contribute to and prepare program/project plans/proposals/schedules. • Providing expertise and strategic thought leadership within the assigned program and/or project areas to ensure successful delivery of expected outcomes and key indicators of success. • Completing tasks associated with the development, progress monitoring and adaptation of program, project, or operational plans for the business unit. This may include translation of strategy into implementation plans and associated reporting. • Collecting, analysing, and summarising information and providing advice and/or recommendations to assist the GM with robust and timely decision making. • Provide analysis of metrics and key performance indicators and progress including identification of risks and issues. • Identify critical operational issues and risk (for example conflicting resource requirements) and ensure they are effectively managed. • Identify opportunities to improve the delivery of strategic outcomes across business unit, providing advice to the GM. • Undertake operational tasks as per instruction from GM.
<p>Reporting (5% weighting)</p>	<ul style="list-style-type: none"> • Monitor and report on project progress, identifying and mitigating risks as necessary. • Track and evaluate the effectiveness of stakeholder engagement strategies and activities, providing regular reports and insights to leadership. • Maintain accurate records of interactions and communications with stakeholders, ensuring compliance with DairyNZ policies and procedures.

	<ul style="list-style-type: none"> Stay informed about emerging trends and issues that may impact stakeholder relations, providing proactive recommendations to mitigate risks and capitalise on opportunities.
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.

Key relationships

Internal	External
GM Policy & Government Relations	Ministers, MPs, Local Government officials, Government officials and political staff
CE and other Leadership Team Members	Farmers
Farmer Communications	Industry Partners and communications managers
Policy & Biosecurity Teams	Media organisations
Other Corporate functions; ICT, Finance, HR, Policy	Stakeholders
	Community Groups

Qualifications and experience

Essential	Preferred
A relevant tertiary qualification in journalism, communications, public relations or engagement	Post graduate qualification in the business arena such as an MBA.
Significant relevant experience (10 years +) (Stakeholder relations, project management, communications, improvement)	An affinity for dairy farming and an understanding of the industry and its place in the NZ economy.
4-6 years of progressive experience in corporate communications, media relations, or a related field.	8-10 years of progressive experience in corporate communications, media relations, or a related field.
A proven history of strategic project planning and delivering high quality individual performance outcomes.	Knowledge of the New Zealand dairy industry and farm system.
Strong project management skills and experience, including the ability to manage multiple projects simultaneously.	
Excellent strategic thinking and analytical skills.	
Experience working in Parliament in a role providing political advice and support	
Strong existing political relationships across the political spectrum	
A self-starter; manages own time / workload and works equally well independently and as part of a team	
High level of achievement through creative problem solving and flexibility	
Proven ability to build effective networks and relationships, working with a wide range of people with varying needs.	

Job specific & technical competencies

Category	Descriptor/Evidence
Project Management	Uses project management methodology to enable effective delivery to milestones and deadlines. Plans and schedules project work effectively. Identifies and engages stakeholders and collaborates when appropriate. Able to successfully manage multiple stakeholder projects.
Relationship Management	Identifies key stakeholders and actively develops and manages relationships with them. Can utilise relationship to influence.
Creativity	Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
Clear communicator	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 team, unit, and/or the organisation. Provides information so others can make accurate decisions; is timely with information.
Planning	Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
Organising	Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
Composure	Is cool under pressure; does not 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.
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.
Leadership	Proactively champions change. Develops personal profile and establishes credibility across the organisation. Demonstrates leadership within the industry. Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision sharable by everyone; inspires and motivates.
Peer Relationships	Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.
Collaboration	Collaborates when appropriate to do so. Influences with ability to generate cohesion and inspire collaboration within areas of influence.
Industry	Sufficient understanding and knowledge of the dairy industry to be able to successfully deliver on relevant and appropriate communications and marketing plans. Actively seeks to increase knowledge of the dairy industry.

Career level competencies – Advanced Specialist

Competency	Descriptor/Evidence
STRATEGIC AGILITY	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.

INNOVATION MANAGEMENT	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.
NEGOTIATING	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 diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.
ORGANISATIONAL AGILITY	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.