

DAIRYNZ Position Description

Regional Manager

Position

Position Title: Regional Manager
Direct Reports: Yes
Budget: TBC
Management Position: Yes
 (Varies by region)

Reports to: Head of Regional Teams
Career Level: People Leader
Revenue: Nil
Delegated Authority: \$20,000

Purpose of DairyNZ

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

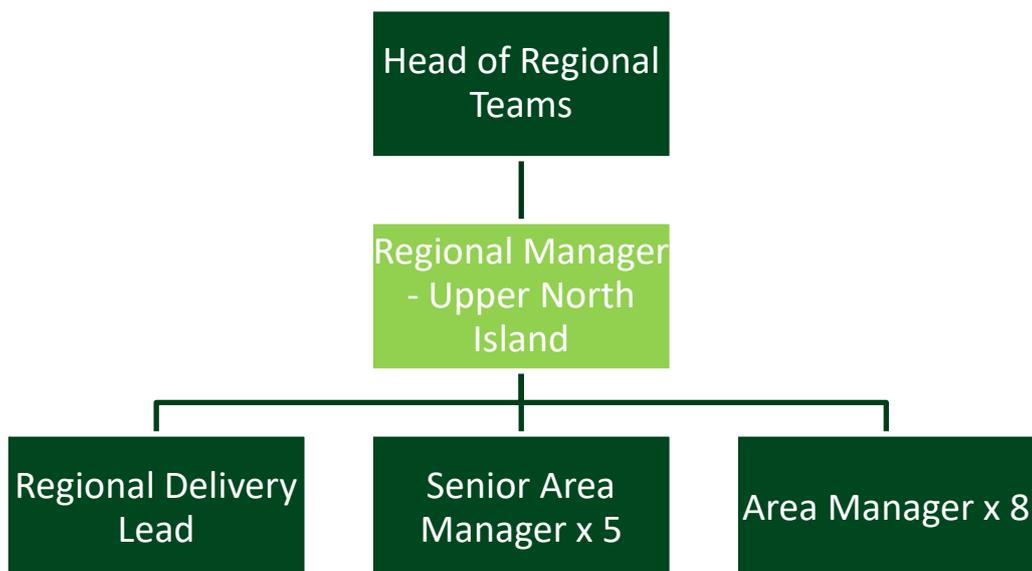
That’s why we exist for farmers, working along them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The purpose of the Regional Manager role is the operational management and leadership of a regional team, ensuring a high performing team that delivers and/or facilitates the delivery of the DairyNZ strategic programmes within the region. Responsible for executing, and monitoring the delivery plan, the role also provides technical leadership and expertise.

This role is critical 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 deliverables of the role to be reflected in the Performance Agreement and Individual Performance Targets.

Key Performance Requirement:	Key Indicators:
Operational Leadership & Delivery	<ul style="list-style-type: none"> • Responsible for operational leadership of the Regional Team, ensuring delivery of the assigned elements of the strategic programmes. • Manage delivery of the ‘in person’ requirements of the Regional team, ensuring all delivery is aligned with the requirements of the strategic programmes to support the DairyNZ strategy. This includes: <ul style="list-style-type: none"> ○ Translating strategic programme requirements into regional delivery plans, providing clear direction and objectives for the team. Ensuring the delivery methods align with the requirements of the strategy and leverage extension and on farm adoption expertise. Establishing performance measurement indicators to track the effectiveness of activity and provide reporting against programme requirements. ○ Monitoring delivery and managing risk to delivery, escalating as appropriate. ○ Ensuring all activity aligns with DairyNZ’s brand strategy, including the identity framework. ○ Managing operational and programme budgets, ensuring that the expenditure remains within agreed budget limits and highlighting any projected under/overspend in a timely manner. • Accurately and promptly reporting and collaboratively finding solutions to any identified or emerging issues that farmers may be facing. Provide regular reports to leadership with strategic insights and recommendations for continuous improvement. • Support DairyNZ’s response to any adverse events impacting dairy farmers in the region. • Serve as the primary point of contact for complex farmer queries, re-directing to others in DairyNZ or partners where appropriate. • Manage resourcing of the Regional Team to ensure DairyNZ holds or can access the capability necessary for delivery of the strategy. This includes developing, attracting, and retaining the

	<p>key capability required to enable effective delivery to the Regional Team’s commitments and targets/objectives.</p> <ul style="list-style-type: none"> • Take a continuous improvement approach to the productivity and effectiveness of the Regional Team. • Manage risk through compliance with management reporting, policies and procedures and meeting all statutory, regulatory, and contractual obligations. • Support the success of DairyNZ by sharing knowledge, participating in projects, providing advice and guidance, and actively encouraging collaboration and knowledge sharing across the organisation and with partners.
<p>People Leadership and Development</p>	<ul style="list-style-type: none"> • Provide strong leadership for the allocated Regional Team, fostering and maintaining a culture of high performance, accountability, and collaboration as ‘one DairyNZ’. • Apply sound and consistent people leadership and management practices to direct reports and across DairyNZ. • Regularly communicate DairyNZ and team specific purpose and vision to staff to link activity and responsibilities to outcomes of the DairyNZ strategy. • Effectively manage direct reports, monitoring performance against plans and objectives and providing regular constructive feedback. • Provide mentorship and professional development opportunities for direct reports, ensuring their growth and alignment with their career aspirations and DairyNZ’s strategic goals. • Coach and guide direct reports in problem solving, manage barriers to delivery. • Through effective empowerment and delegation, ensure the management and development of staff so that they are motivated, well trained, and high performing.

<p>Stakeholder Relationship Management & External Leadership</p>	<ul style="list-style-type: none"> • Actively build and maintain external networks and relationships with key stakeholders within the region, ensuring DairyNZ has an influential regional presence, effective farmer networks and strong relationships across the region. Work with key stakeholders to enable effective partnerships with DairyNZ. • Ensure emerging issues are identified and highlighted to the Head of Regional Teams. • Represent and speak on behalf of DairyNZ at appropriate interest groups/industry meetings. • Maintain collaborative internal relationships within DairyNZ and specifically with the Farm Solutions & Policy business unit to ensure efficient and effective flow of information from farmers. • Foster strong relationships with other internal roles to ensure alignment of delivery efforts with overall business objectives and avoid duplication.
<p>How We Work</p>	<ul style="list-style-type: none"> • Champion 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
CE	Dairy Farmers, including large levy payers, community leaders, Iwi owned entities
General Managers	Members of Industry Groups (at team and regional level) e.g. Federated Farmers, Beef+LambNZ, HortNZ, Ravensdown, Balance, Fertilizer Association of NZ)
Key Account Manager	Regional Councils
Strategic Delivery Manager	Environmental NGO's (at team and regional level) e.g. Fish and Game NZ, EDS, Forest and Bird, Landcare Trust)
Event Support Manager, National Events Lead and Event Coordinators	Dairy Companies (at relevant level)
Farmer Communications & Marketing Team	Rural Professional Organisations
Solutions & Development Team	
Policy Team	
Biosecurity Team	
Research & Science Team	
Corporate Services Team	
People & Capability Team	
Corporate Affairs Team	
Strategy & Commercial Partnerships Team	

Qualifications and experience

Essential:	Preferred:
Extensive leadership experience, including demonstrated experience in successfully leading teams and workforces to achieve sustained business outcomes.	Expertise in extension processes and their application to the dairy industry, including existing and emerging issues and opportunities
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 an understanding of New Zealand dairy farm systems	Project management experience and expertise
Extensive relevant agribusiness sales, or adoption/extension experience, delivering solutions to achieve adoption of practice changes	Farm Systems Expertise
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	
Ability to deliver to agreed outcomes yet recognise and respond to opportunities to modify agreed contractual schedules in response to farmer needs, whilst keeping staff engaged and focussed on required deliverables	
Strong negotiation and influencing skills	
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
Relationship Management	Identifies key stakeholders and activity develops and manages relationships with them. Can utilise relationship to influence. Builds, manages and utilises networks. Empathetic.
Leadership	Actively leads, inspires and motivates staff, providing challenging and stretching tasks, aids and contributes to compelling development plans and supports the execution of them. Proactively champions change. Develops personal profile and establishes credibility across the organisation. Demonstrates leadership within the industry.
Managing Vision & Purpose	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; can inspire and motivate entire units or organisations.
Relationship Techniques	Utilises sales techniques to connect and deliver. (Questioning, empathy, active listening, master referrer/knowledge broker & being inquisitive)
Organisational awareness	Contribute to the organisation by understanding and aligning actions to the organisations goals, core functions, needs and values.
Relationship building	Develops internal and external trusting and professional relationships. Purposefully develops networks to build value through collaboration.
Rural knowledge	Understands the rural community and keeps up to date with the economic, political, and environmental issues affecting farmers.
Empathy	Demonstrates empathy and compassion in difficult or complex situations.
Customer driven	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	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	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	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	Is knowledgeable about DairyNZ's offerings, the differences between them, and the appropriateness of each in different situations.

Career level competencies – People Leader

Competency	Descriptor/Evidence
DECISION QUALITY	Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgement; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
DEVELOPING DIRECT REPORTS AND OTHERS	Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; co-operates with the developmental system in the organisation; is a people builder.
DELEGATION	Clearly and comfortably delegates both routine and important tasks and decisions; broadly shares both responsibility and accountability; tends to trust people to perform; lets direct reports and others finish their own work.
KEEPING OTHERS INFORMED	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 individuals information so that they can make accurate decisions; is timely with information