

| Position Description  |                                      |
|-----------------------|--------------------------------------|
| <b>Position:</b>      | Technical Expert – Animal Production |
| <b>Reports to:</b>    | Technical Manager                    |
| <b>Division:</b>      | Retail and Water                     |
| <b>Business Unit:</b> | Retail                               |
| <b>Department:</b>    | Technical                            |
| <b>Job Family:</b>    | Technical Specialist                 |

| Position Objective:                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Development of the Animal Production related categories within PGG Wrightson through in field sales support, staff training, sales conference participation, Marketing and Category technical support and key industry interaction. Working in conjunction with the Technical Expert – Animal Production team to achieve the goals of the Animal Production Technical Strategy |

| Key Relationships: |                                                                                                                                                                                         |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ➤ External         | Contractors<br>Suppliers<br>Clients<br>Industry related businesses<br>Consultants<br>CRI's<br>Universities and research institutions<br>PGG Wrightson Seeds and Agricom technical teams |
| ➤ Internal         | Retail and Water Management teams<br>Retail and Water sales teams<br>Retail marketing team<br>Category Team<br>Livestock team                                                           |

| Delegations                 |                                                                |
|-----------------------------|----------------------------------------------------------------|
| Staff reporting             | Nil                                                            |
| Total staff responsible for | Nil                                                            |
| Financial                   | Performance of the Stock Feed and Nutrition related categories |

| Key Accountabilities     | Expectations                                                                                                                                                                                                                                                                                                                       |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Staff Training</b> | <ul style="list-style-type: none"> <li>Responsible for the delivery of allocated Animal Production theory and practical training sessions</li> <li>Participation in National conferences as an organiser and presenter.</li> <li>Provide technical support for the Stock Feed and Animal Production related categories.</li> </ul> |

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2. Field Support</b>          | <ul style="list-style-type: none"> <li>• Field visits with TFR's to key accounts in each region. Responsible for generating the opportunity not completing the sale.</li> <li>• On Farm discussion group participation</li> <li>• Communication of support material that will assist the field staff around key weather events.</li> <li>• Development of technical resource tools that assist in category growth</li> <li>• Telephone and email support of field staff</li> <li>• Interactions with other teams in PGW eg. Livestock</li> </ul>                                                                                                                                                                                                                                                                                                                             |
| <b>3. Industry interaction</b>   | <ul style="list-style-type: none"> <li>• Regular interaction with key stakeholders from Industry Groups eg. <ul style="list-style-type: none"> <li>• AARN</li> <li>• DairyNZ</li> <li>• CRIs</li> <li>• Vet associations and groups (as required).</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>4. Marketing and Category</b> | <ul style="list-style-type: none"> <li>• Provide Technical advice to the Category Manager and Marketing team on request for each program associated with Animal Production</li> <li>• Involvement in Media interaction and in marketing material (eg. Rural diary article writing and reviewing, training videos)</li> <li>• Provide technical assistance for the category manager in the development of the Animal Production and Stock Foods strategies</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>5. Financial Management</b>   | <ul style="list-style-type: none"> <li>• Encourage sustainable use of Animal Production inputs in farming systems</li> <li>• Ensure that sales revenues are maximised by looking at new alternatives in <ul style="list-style-type: none"> <li>▪ Product innovation</li> <li>▪ Supplier promotion partnerships</li> <li>▪ Industry Partnerships</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>6. Health and Safety</b>      | <ul style="list-style-type: none"> <li>• All activities undertaken in accordance with PGW's health and safety policy and procedures</li> <li>• Ensure compliance with responsibilities under the Health and Safety at Work Act (2015) and any amendments</li> <li>• Ensure compliance with requirements of the Motor Vehicle Policy, specifically the PGG Wrightson Safe Driver Pledge</li> <li>• Actively participates in the hazard identification and risk management process</li> <li>• Report all accidents, incidents and near misses in a timely manner</li> <li>• Raise any health and safety related issues or areas of concern with manager or Health and Safety representative as soon as possible</li> <li>• Engage in any Health and Safety related training and complete all applicable course work</li> <li>• Comply with client site requirements</li> </ul> |
| <b>7. Other duties</b>           | <ul style="list-style-type: none"> <li>• As reasonably directed by the reporting Manager from time to time.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| <b>Technical Skills, Knowledge and Ability</b> |                                                                                                                                                 |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| ➤                                              | Veterinary Science qualification is essential                                                                                                   |
| ➤                                              | Tertiary qualification with Ruminant Nutrition focus is advantageous but not essential                                                          |
| ➤                                              | Experience of at least 3 years or membership of the New Zealand Association of Ruminant Nutritionists (NZARN) is advantageous but not essential |
| ➤                                              | Superior knowledge of forage based Animal production management in New Zealand farming systems                                                  |
| ➤                                              | Knowledge and ability to investigate nutrition and mineral animal production issues in New Zealand farming systems                              |
| ➤                                              | Sound people skills and the ability to establish and build on working relationships effectively.                                                |
| ➤                                              | Knowledge of and empathy with the rural sector                                                                                                  |
| ➤                                              | Ability to analyse commercial and financial data relating to farm productivity and profitability when assessing production options              |
| ➤                                              | Ability to communicate to a varied audience and tailor the pitch information as needed                                                          |

- Good communication skills, both oral and written, to successfully achieve outcomes.
- Experience in influence and persuasion in a consultative manner
- Ability to exercise a balanced and informed approach to problem solving, as well as situations involving change, stress and conflict.
- Have a positive, results targeted, and focused approach to the tasks and responsibilities associated with the role.
- Ability to plan and prepare for outcomes on the basis of priority and effective management of time.
- Commitment to continuously updating skills.
- Work independently to achieve the agreed goals of the Technical Team

| Behavioural Competencies         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Achieving Results                | <p>Sets challenging goals for self and understands performance expectations; effectively managing one's time and resources to ensure that work is completed efficiently, safely and to a high quality standard; celebrates achievement of results.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Sets goals and performance standards</li> <li>• Prioritises</li> <li>• Leverages resources</li> <li>• Delivers</li> <li>• Ensures high quality output</li> <li>• Celebrates success.</li> </ul>                                              |
| Customer Focus and Understanding | <p>Understanding the customer and effectively meeting their needs; building productive customer relationships; taking responsibility for customer satisfaction and loyalty.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Establishes effective interpersonal relationships</li> <li>• Clarifies the current situation</li> <li>• Takes action</li> <li>• Assures customer satisfaction</li> <li>• Meets PGW's needs.</li> </ul>                                                                                                              |
| Knowledge Sharing                | <p>Actively shares and contributes own knowledge, skills and expertise to develop the knowledge, skills and expertise of others.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Identifies opportunities</li> <li>• Ensures understanding</li> <li>• Offers feedback</li> <li>• Encourages application.</li> </ul>                                                                                                                                                                                                                             |
| Commercial Decision Making       | <p>Demonstrates a strong understanding of PGW's vision, business operations and functions; draws from experience and utilises industry information and PGW's position to make decisions; recognises when further investigation is needed before decisions are made.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Applies commercial understanding to maximise PGW's results</li> <li>• Understands PGW</li> <li>• Understands our industry sectors</li> <li>• Makes decisions strategically</li> <li>• Identifying opportunities.</li> </ul> |
| Continuous Learning              | <p>Actively identifying new areas for learning needed to stay up to date and leading edge in area of expertise; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Targets learning needs</li> <li>• Seeks learning activities</li> <li>• Maximises learning</li> </ul>                                                                                                               |

| Behavioural Competencies |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          | <ul style="list-style-type: none"> <li>• Applies knowledge or skill</li> <li>• Openness to change and challenge.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Teamwork                 | <p>Identifying opportunities and taking action to build operational and strategic relationships between own area and other areas, teams, business units, or organisations to help achieve both business goals and PGW goals.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Identifies collaborative opportunities</li> <li>• Establishes relationships</li> <li>• Formulates action plans</li> <li>• Supports others</li> <li>• Considers impact of one's actions</li> <li>• Monitors relationships and progress.</li> </ul>                    |
| Effective Communication  | <p>Recognising one's role in PGW's communication; clearly and succinctly conveying information and ideas to individuals and the organisation; communicating in a focused, appropriate and effective manner.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> <li>• Takes initiative to share information</li> <li>• Communicates appropriately</li> <li>• Listens to and comprehends communication from others</li> <li>• Delivers clear messages</li> <li>• Communicates with impact</li> <li>• Ensures understanding</li> <li>• Follows up.</li> </ul> |