



WORKING AT LIC



Agri Manager

From our people to our products and services, every aspect contributes to the LIC experience. Our promise is an extraordinary customer experience. We are a world leader in pasture based dairy genetics and herd management and we are guided by our primary focus of delivering value for our farmer shareholders.

Here at LIC we have people who are passionate about what they do, and are experts in their field. We embrace a culture of accountability and agility. Our people share an affinity with farming and our shareholders.

Our Purpose

LIC is a dairy farmer owned co-operative. We exist to deliver superior genetics and technological innovation to help our shareholders sustainably farm a profitable animal.

Our Strategy

At LIC we aim to build a strong sustainable co-operative, lead the world in our field and deliver outstanding value for our customers, shareholders, and industry, next year, in 5 years and for another 100 years. Developing world class talent and culture is key to this success.

Value for our farmer shareholders is at the heart of our strategy. We will drive value, innovate and deliver a positive impact for our customers and shareholders. We will do this by focussing on helping our farmers optimise value from their livestock by enabling them to produce the most sustainable and efficient animals and the highest value product.

To find additional information on LIC's strategy visit our Careers Site, Life at LIC.

Employee Behaviors

We expect a high standard of care and behaviour from LIC Employees at all levels.

We expect to see a commitment to:

1. Delivery - best value to farmers of LIC solutions and services
2. Developing a profitable, sustainable business both in NZ and internationally
3. A culture of innovation, improvement, agility and enterprise in LIC that means it is best of breed in the primary sector.

In particular, we expect a commitment to a culture that is supportive of individual effort, of other work groups and other participants in the primary sector.

Expectations of Employees

We expect all members of our LIC Team to be engaged in the strategy and be externally aware, internally positive and active, and excellent in their area of expertise. In particular we expect employees to:

1. Provide high quality service both in direct areas of responsibility and within LIC generally
2. Be highly attuned to how we generate value for our farmers not only in providing new innovative products and services but in ensuring our supporting systems and processes are operating effectively and efficiently
3. Perform exceptionally in developing and implementing new and existing business
4. Be actively involved in two way team communications with your manager and/or fellow team members to support progress toward meeting team and/or individual goals.

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Health & Safety

LIC wishes to provide a safe and productive environment to all staff, contractors and visitors to return to their families safe and well each day. As an LIC Team member you are expected to:

1. Ensure your own safety and the safety of others
2. Comply with any policies and procedures
3. Report all incidents, accidents or hazards
4. Understand what is required of you in the event of an emergency.

Your Role

You are part of the NZ Markets Group and you report to either a Territory Manager or Senior Agri Manager. This team is the channel to our customers and the customer voice. NZ Markets is responsible for both sales and marketing performance and for collectively commissioning products and services from product groups. NZ Markets is made up of Territory Management, Agri Management, Customer Support Centre, Sales Operations, Market Analysis, Reproduction Solutions, National Accounts, Communications, Marketing, Sales Learning & Development, core Herd Improvement Product groups and the Livestock Selection Breeding Scheme.

As the 'voice of the customer', your role is a vital link between product development and selling LIC's solutions in an assigned area to achieve sales targets.

Your Key Focus

1. Responsible for the effective implementation of the LIC solutions and services programme and the achievement of sales targets/expectations in your area.
2. Maximise relationships with existing customers, and actively build relationships with new customers. This includes contacting customers at least once a year, and visiting all new customers within two months of arriving on farm.
3. Identify new business opportunities
4. Undertake educational and promotional initiatives with farmers
5. Support initiatives undertaken by the Marketing and Products group and the wider LIC

LIC is a dynamic environment; the purpose of this document is to provide you with an overview of your position, not to detail tasks. You are required to do whatever is reasonable to achieve the expectations of your position. You will meet with your Manager to agree your key outcomes accordance with our performance and development process.

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Your Key Skills & Experience

1. Results focused with track record of selling
2. Ability to build and maintain strong relationships, internally and externally
3. Demonstrate ability to match solutions to customers
4. Experience/ high knowledge of the dairy industry, and strong empathy with farming
5. Tertiary qualification in this field is advantageous
6. Confident and effective communication skills
7. Planning and time management capabilities

Your Band

The salary band for this role is 5.

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