

Position Description: Kaiāwhina Whenua Māori

Directly responsible to:

- Pouhere Rautaki Ahuwhenua Māori (PRAM)

Directly responsible for the functions:

- Extension event and technology transfer co-ordination
- Supporting day to day activity of the Mātanga Whenua Māori across Tairāwhiti, Ngai Tāhu & Taitokerau.
- Customer relationship management system (CRM) administration and reporting and communication/marketing
- Whenua Māori and Māori Agribusiness focused information and communication
- Whenua Māori group identification and coordination in Tairāwhiti and Taitokerau
- Administrative support for Māori Agribusiness Team including diary management, financial coding, reporting and email management.

Our vision

- Thriving sheep & beef farmers, now and into the future

Our purpose:

- Refining the vision for a laser like focus on the sheep & beef business profitability

Strategic Priorities:

- Championing farming excellence – On-farm extension focused on enhancing productivity, profitability and sustainability. Investing in R&I to solve sector production challenges.
- Advocacy – Championing farmers' interests. Shaping the future, domestically and internationally.
- Energising the sector – Leading, building trust, reputation and confidence. Proudly celebrating sheep and beef farming

Values

What we believe.
The essence of B+LNZ



Positivity and
Confidence

Fronting up

Caring about
quality and impact

Pushing
boundaries

All voices
count

Position purpose

The Kaiāwhina Whenua Māori contributes to B+LNZ's strategy and vision and the successful delivery of extension activities in the delegated region(s) through the professional administration, support and organisation of the Māori Agribusiness Team and their extension events; administration, maintenance, reporting and marketing through the CRM; the targeted promotion of the Whenua Māori and Māori Agribusiness extension activities through a variety of media channels; the delivery of specific tools and resources to farmers; and providing Mātanga Whenua Māori with professional administration support.

The Kaiāwhina Whenua Māori is a key enabler of the Māori Agribusiness activity that underpins B+LNZ's strategic priority **Championing Farming Excellence**. They work right across B+LNZ and particularly with our regional team, individual farmers and local agribusiness and industry

Key accountabilities

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| <ul style="list-style-type: none"> • CRM Administration • Event Organisation & Delivery Support • Event and Resource Marketing Support • Adding positively to 'He Korowai Manaaki' | <ul style="list-style-type: none"> • Administration Support • Whenua Māori Queries and Information • Personal, Team and Project-Based Contribution • Health & Safety and B+L compliance requirements |
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Key accountabilities

Job holder is successful when

1. CRM Administration

Maintain stakeholder information within the CRM to ensure information is accurate; generate targeted promotional communications; and reporting for Management to understand stakeholder interactions and engagement to assess the success of extension activity and to feed into future extension needs.

- The CRM is kept up to date and accurate with stakeholder information and stakeholder interactions are recorded.
- CRM is used strategically through the accessing of custom reports and stakeholder lists to:
 - Promote B+LNZ activity to targeted audiences and grow B+LNZ's relevance, extension attendance and engagement.
 - Send targeted information, resources and tools e.g., drought management, seasonal updates, geographic/farm type specific resources to stakeholders and:
 - Ensure all information is appropriately coordinated with all other B+LNZ initiatives to maximise relevance.
- Reports relating to extension activity in the region are prepared in accordance with reporting cycles. These are accurate and presented in a timely manner and are of a quality appropriate for Board review.

2. Event Organisation and Delivery Support

Supporting the delivery of world-class extension events and technology transfer e.g., workshops, focus groups, field days; and flagship programmes by professionally organising these within their region(s) and:

- Events are planned and diarised well in advance (ideally quarterly) with the Mātanga Whenua Māori to ensure effective planning.
- Venues, catering, resource materials, B+LNZ signage and facilitator materials and props are organised in a timely manner and to the expected standards.
- Event registrations are managed and recorded/uploaded in the CRM. Reminders are sent to attendees prior to the event to accurately forecast attendances.
- Event feedback is recorded/uploaded into CRM to understand success of events. Where issues or negative feedback arises, this

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<p><i>support is provided to the Event Coordinator in the delivery of region-based national events such as Director Roadshows, Ahuwhenua Trophy and Advocacy engagements.</i></p>	<p>is communicated to the Mātanga Whenua Māori and escalated to the Pouhere Rautaki Ahuwhenua Māori where necessary.</p> <ul style="list-style-type: none"> • Where required, attend and support the delivery of regional events to ensure B+LNZ representation levels are appropriate for the type of event. • All extension events and activity meet the high standards expected by farmers and B+LNZ. • Events are organised within the budget established by the Māori Agribusiness Team. • Invoices for events are checked for accuracy, coded and sent to the accounts team to meet finance deadlines. • National events delivered by the Communications and Engagement team run seamlessly thanks to the team contribution and support of the Kaiāwhina Whenua Māori (as assigned to the event 'team' by the PRAM).
<p>3. Event and Resource Marketing Support</p> <p><i>Supporting the design and delivery of marketing activity for local extension events and B+LNZ resources and tools.</i></p>	<ul style="list-style-type: none"> • Marketing and promotional materials (e.g., pamphlets, mail outs, print advertisements) are developed to support targeted communication needs in the region. • Promotional materials are ordered with local suppliers and delivered to farmers and other stakeholders within agreed lead-in timelines. • Other communication and marketing messages (e.g., email bulletins, text alerts, Facebook and other social media) are prepared and delivered to famers and other key stakeholders. • B+LNZ is professionally presented at all times, and the B+LNZ brand standards and guidelines are adhered to. • Effective marketing campaigns lead to increased awareness and attendance at B+LNZ led and sponsored events in the region.
<p>4. Administration Support</p> <p><i>Provide general administration support to the Māori Agribusiness Team.</i></p>	<ul style="list-style-type: none"> • The Mātanga Whenua Māori are provided with efficient and professional administration support to enable them to focus their time and resources on high-priority and high-impact activity • Agreed formats and templates are used, administration is accurate and completed within required timeframe. • Administration is of the highest standard and requires no reworking by the Mātanga Whenua Māori. • Where able, support is provided to the wider regional team
<p>5. Whenua Māori Queries and Information</p> <p><i>Be a key contact in the region for Whenua Māori, Māori Levy Payers and other Māori entities and industry enquiries for extension and other B+LNZ activity.</i></p>	<ul style="list-style-type: none"> • Calls and enquiries made to B+LNZ are responded to within appropriate timelines and meet B+LNZ's service standards. • Information provided is accurate and done so in a friendly, and professional manner to ensure farmers are happy with the service they receive from B+LNZ. • Anything that cannot be resolved or is not able to be answered accurately is forwarded on to the relevant person.

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<p>6. Personal, Team & Project-Based Contribution</p> <p><i>Contribute to their own professional development, and organisational and team projects as required, to meet the priorities and needs of the business.</i></p>	<ul style="list-style-type: none"> • Skills development is proactively managed to meet the current and emerging capability needs of the role and the organisation, whilst supporting personal and professional growth. • Where requested, opportunities to represent the regional team in organisation projects or committees are undertaken. • Teammates, project leads, and members and others value the contribution, expertise and professionalism of the Kaiāwhina Whenua Māori.
<p>7. Health & Safety (“H&S”)</p> <p><i>Proactively engage in all areas of health, safety and wellness of the organisation and industry.</i></p>	<ul style="list-style-type: none"> • The delivery of safety compliant events, workshops and field days ensures: <ul style="list-style-type: none"> ○ Attendees and facilitators have undertaken appropriate training. ○ The Event Safety Management System is adhered to. ○ Facilitators utilise administration and support material as appropriate to meet the requirements of Industry Standards. ○ The required level of reporting, incident reporting and activity awareness occurs. • All contracts entered in to with third parties comply with B+LNZ policy and meet all legislative requirements as set out in the Health & Safety at Work Act. • Shows responsibility for own health, safety and wellbeing, is proactive in own actions to keep self and others safe and cooperates with local workplace safety management practices, policies and procedures that support a healthy, safe and well culture. • Report any accidents or incidents as soon as possible through Audit, B+LNZ’s safety management system, or to your manager

Key external relationships

- Whenua Māori levy payers, subject matter experts, consultants, catering & event professionals.

Key internal relationships

- B+LNZ Māori Agribusiness team; Communications team; CRM & Technology Manager, CRM Administrator & Analytics Support, IT Consultant.

Location

- Tairaawhiti office
- Some national travel may be required for this role and the incumbent will be notified in advance.

Hours

- Core business hours are Monday – Friday 8.30 – 5.00pm.

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- The incumbent may be required to work outside of these hours from time to time to deliver on key or large events in the region.
- Standard hours vary depending on the region and will be specified in the Incumbents Individual Employment Agreement.

DATED: June 2025

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PERSON SPECIFICATION: Kaiāwhina Whenua Māori

Technical Knowledge + Expertise

- Confident in a Māori cultural context, explicit understanding and ability to navigate engagement complexity of Whenua Māori; entities, iwi, land owners, farmers and agencies.
- Familiar with Te Tiriti o Waitangi and implications for Whenua Māori context.
- High level of capability across the Microsoft suite in particular Outlook, Word and Excel
- Knowledge and experience in working with databases, data accuracy
- Excellent administration skills such as word processing or editing
- Good understanding of farming systems
- Able to work autonomously and independently, use initiative and manage multiple tasks effectively.

Education + Experience

- At least five years' experience in an administration support role
- Experience in organising events or coordinating multiple work functions across a variety of locations

Communication, Collaboration + Relationships

- Confident and capable communicating with Whenua Māori.
- Builds appropriate rapport and maintains relationships with all people, up, down and sideways, inside and outside the organisation and across a variety of functions and locations
- Adjusts communication content and style to meet the needs of the audience
- High level of competence in verbal and written communication in a variety of settings
- Provides timely and helpful information to others and keeps people informed
- Is seen as a team player, who is cooperative, contributes ideas and encourages and initiates collaboration

Customer Orientation

- Does everything with the best interests of the customer, farmer, stakeholder or sector in mind
- Has a clear understanding of other groups' business priorities and how you can impact them
- Is dedicated to meeting the needs of internal and external customers
- Able to stand in customers' shoes, show empathy and uncover their needs and experiences
- Communicates ideas and solutions and brings the customer along on the journey
- Builds trust and respect over time as delivers on promises





**BY FARMERS.
FOR FARMERS**

PERSON SPECIFICATION: Kaiāwhina Whenua Māori

Drive + Results Focused

- Works independently/autonomously, managing own time, priorities and deadlines effectively with the flexibility and adaptability to attend to urgent and unscheduled tasks
- Able to manage workload, tasks and priorities effectively and can be counted on to deliver agreed outputs
- Shows initiative, is proactive and able to self-direct

Personal Attributes

- A champion of the culture of the organisation
 - Adheres to and promotes the core values of the organisation
 - Has a personal commitment to personal excellence; displays honesty, integrity, and a strong sense of ethics in all decisions and actions
 - Instils trust, keeps confidences and honours commitments
 - Intuitively knows what is right and will do the right thing when no-one is looking
 - A willingness to develop and apply a growing understanding of Te Ao Māori, tikanga, and Te Reo with their work
 - Must have a strong commitment to furthering the success and prosperity of the New Zealand sheep and beef industry
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