

Position Description: Extension Coordinator

Directly responsible to:

- Regional Extension Manager - Hawkes Bay/Manawatu

Directly responsible for the functions:

- Supporting organisation of extension activity to deliver outcomes of Regional Extension Delivery Plan.
- Customer relationship management system (CRM) data quality, administration and reporting.
- Regional extension communication and event related promotion.
- Regional Farmer Council administration support.

Our Vision: Thriving sheep and beef farmers, now and into the future.

Strategic priorities

Championing farming excellence:

- On-farm extension focused on enhancing productivity, profitability and sustainability
- Investing in research and innovation 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.

Measuring our B+LNZ Extension impact and performance

- Return on investment for every levy dollar invested; target 10:1
- Farmer engagement and feedback; farm practice change, perception of value and net promoter score.
- Actual delivery; events, topics, participating farm businesses, progress against Regional Extension Delivery Plan goals.

Values

*What we believe.
The essence of B+LNZ*



Positivity and
Confidence

Fronting up

Caring about
quality and impact

Pushing
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All voices
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Position purpose

The purpose of the Extension Coordinator role is to support regional extension delivery to achieve the identified strategy outcomes of B+LNZ Extension and the goals and objectives of the Regional Extension Delivery Plan.

The Extension Coordinator is a critical team player supporting the regional Extension Team to deliver professionally organised, presented and delivered extension events and activity that farmers engage with and value. As a team supporter the Extension Coordinator will work collaborative with others, both internally and externally, to ensure communications, logistics, planning, promotion and CRM support the achievement of B+LNZ strategic objectives and priorities for Extension, the Farmer Council and regional Partners.

The Extension Coordinators are key enablers of the regional 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	Key Deliverables
<p>Event planning, logistics and management</p> <p>Event and resource marketing and promotion</p> <p>Farmer Council administration and relationship support</p> <p>CRM management and administration</p>	<p>Regional Extension Team engagement is positive and proactive orientating towards teamwork and team outcomes over individual success.</p> <p>B+LNZ business unit feedback confirms collaborative, proactive and efficient engagement and support is the norm.</p> <p>CRM is able to provide accurate reporting, insights and information to inform B+LNZ Extension Management, Farmer Council and Board needs.</p>

Key Accountabilities	Job holder is successful when
Pou: Team; We build a team from the principle that our people are the foundation of what we do	
<p>1. Personal, Team & Project-Based Contribution</p> <p><i>The Extension Coordinator will 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"> • They contribute to a strong regional extension team working collaboratively to achieve the targeted outputs of the Regional Extension Delivery Plan. • They proactively plan and manage own personal development, priorities and contributions to B+LNZ. • Delegated opportunities to represent the extension team in cross-organisation projects or committees are undertaken. • Teammates, project leads and others value the contribution, expertise and professionalism of the employee.
<p>2. Administration Support</p> <p><i>Provide general administration support:</i></p> <ul style="list-style-type: none"> • <i>Extension Team Manager – North Island</i> • <i>Regional Extension Manager Hawkes Bay/Manawatu</i> 	<ul style="list-style-type: none"> • The Regional Extension Team is provided with efficient and professional administration support to enable them to focus their time and resources on their Regional Extension Delivery Plan activity. • B+LNZ formats and templates are used and requests for design requirements enable the B+LNZ Design Team to do their best work. • Visa coding is completed accurately on time. • When required support is provided to the wider national extension team.

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Key Accountabilities	Job holder is successful when
<ul style="list-style-type: none"> Extension Manager WNI - Taranaki 	
<p>Pou: B+LNZ Farmer Council, Kahui and Trusted Advisors; our Farmers see their fingerprints through B+LNZ, what we do reflects their needs and priorities for thriving farm business.</p>	
<p>3. Positive, proactive and impactful relationship with Regional Farmer Council.</p> <p><i>The regional Farmer Council is recognised and valued as the critical partner to Extension delivery in the region.</i></p> <p><i>The Extension Coordinator actively supports the Regional Farmer Council relationship and activity.</i></p>	<p>Regional Farmer Council engagement is positive and proactive with Net Promoter Score at target.</p> <ul style="list-style-type: none"> The regional Extension Team engagement with the regional Farmer Council is proactively supported. Information is readily available and accurate for all regional Farmer Council meetings, updates and reports. The regional Farmer Council is well informed confident and aware of extension activity: <ul style="list-style-type: none"> An annual workplan for the Farmer Council is in place, kept current and adhered to. Meetings are proactively planned, organized and supported with the right information, reports and updates. The regional Farmer Council communication plan is delivered. The regional Farmer Council is positively connected with B+LNZ. They attend and contribute positively to the Regional Extension Delivery Plan development by supporting the process and contributing insights positively.
<p>4. Farmer Council Administration Support</p> <p><i>The Extension Coordinator supports the regions' Farmer Council success through the effective administration of Farmer Council meetings and other activities as required.</i></p> <p><i>The Extension Coordinator supports the Regional Extension Manager lead the WNI Farmer Council Relationship and supports the ENI Extension Managers and Extension Coordinators with the ENI Farmer Council.</i></p>	<p>Regional Farmer Councils enjoy professional, proactive administration support that helps them deliver their purpose, make a constructive contribution and be the critical partner to the Extension Team that they are.</p> <ul style="list-style-type: none"> An annual workplan of meetings and activities is in place and well communicated to the Farmer Council to enable their personal and collective planning. All meetings are well planned, booked in advance with venue and logistics organised, and details communicated to Farmer Council. Meeting agendas, minutes, matters arising and supporting documents are prepared, managed, monitored and distributed at least one week in advance of the meeting. Minutes are taken at meetings and distributed to the Farmer Council within a week of the meeting occurring. Claims for meeting fees, mileage and other expenses are processed in a timely manner. New Farmer Council members are onboarded effectively supporting their understanding of the role, processes and systems and their ability to confidently contribute.
<p>5. Director and B+LNZ Support</p> <p><i>The Extension Coordinator proactively supports the regional</i></p>	<ul style="list-style-type: none"> Information is proactively provided to ensure the right people and teams in B+LNZ have the right information to be able to support

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<p><i>Extension Team activity and effort to ensure the Farmer Council Chair, Farmer Council Members and their Electorate Director have what they need to create positive presence and contribution to B+LNZ activities.</i></p>	<p>extension activities, new extension design and other extension or B+LNZ working groups and projects</p> <ul style="list-style-type: none"> Regional Extension Managers are supported to have relevant regional extension activity and information to support regional electorate Director and the regional Farmer Council being aware of regional and national B+LNZ extension activity and key industry events in the region to support their contribution to these activities. Director consultation meetings are planned, organised, coordinated and promoted to support strong farmer attendance and engagement.
<p>6. Regional Facilitators and Subject Matter Experts (SME)</p> <p><i>The Extension Coordinator ensures SMEs and/or facilitators are well prepared and organised for their events, activities and topics. .</i></p>	<p>Extension Coordinators support the implementation of correct process for appointing and contracting SMEs and facilitators to extension activities.</p> <ul style="list-style-type: none"> The correct expressions of interest, terms of reference, advertisements and interviews are used, organized and in place when required. Appointment processes and contracts are recorded, to support the transparency of activity and delivery of feedback to SMEs or facilitators, meeting B+LNZ policy standards. Collate and report event attendee feedback to enable REMs and EXM to proactively manage SMEs and Facilitators. Contract and delivery risk is identified and communicated proactively to REM or EXM as appropriate. All SMEs and Facilitators, both applicants and contracted suppliers, have a positive and professional experience with B+LNZ Extension.
<p>Pou: High Performance Delivery; our work inspires 'better farming' and creates value for our Farmers</p>	
<p>7. Positive and proactive Farmer engagement</p> <p><i>The Extension Coordinator promotes events, leads regional social media and supports regional communication plan creating positive farmer awareness of extension activity in the region.</i></p>	<p>Farmer engagement is increasing and feedback on regional extension activity is positive, both solicited and unsolicited commentary.</p> <ul style="list-style-type: none"> B+LNZ farmer self-reporting of attending a B+LNZ event in the last 3 months is trending towards 50%. Professional event management is in place for all extension events and activities delivered.
<p>8. Delivery of Regional Extension Delivery Plan.</p> <p><i>The Extension Coordinator supports the administration, coordination and delivery of regional Innovation and Focus Groups and Hub Farms in the region.</i></p> <p><i>The Extension Coordinator supports regional extension delivery and presence workstreams.</i></p>	<p>Regional Extension Delivery Plan outcomes are achieved through a collaborative approach across the regional Extension Team, B+LNZ and supporting partners:</p> <ul style="list-style-type: none"> Delivery of the Regional Extension Delivery Plan means the planned target outcomes including budget, event delivery, farmer attendance and impact measures are achieved. Events meet B+LNZ standards for on-farm impact, including design, learning outcomes, safety, content, branding, and messaging. Events are planned and diarised well in advance supporting 90-day planning processes with the regional Extension Team.

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<p><i>Leads the regional administration and coordination of national management system to ensure Innovation and Focus Groups are reviewed on time to standard.</i></p> <p><i>Supports teamwork to design new and review of existing extension products collaboratively with relevant working groups.</i></p>	<ul style="list-style-type: none"> • Venues, catering, resource materials, B+LNZ signage and all SME and facilitator materials and props are organised on time and to standard. • Event customer journeys from registration to post event activity are well organized and delivered. • Event feedback is collected into CRM support impact assessments and measurement. Any issues or negative feedback is identified and escalated through the Regional Extension Manager. <p>Extension events and products are current, fit for purpose and achieve target on-farm impact targets.</p> <ul style="list-style-type: none"> • The collaborative effort to review, update and develop extension products that deliver value for farmers is proactively and constructively supported. • They positively engage with product and event reviews and development projects as required. • Any issues, or improvement opportunities are promptly and appropriately raised for resolution. <p>Internal relationships are collaborative and professional.</p> <ul style="list-style-type: none"> • Strong relationships are maintained with all B+LNZ team members supporting regional extension-based activity. • B+LNZ national extension programmes, sponsorships and partnerships are considered, supported and, where appropriate, integrated into extension activity. • National events they are assigned to run seamlessly thanks to the team contribution and support of the Extension Coordinator. <p>Management reporting is timely and consistent</p> <ul style="list-style-type: none"> • Monthly reports are delivered punctually and accurately. • 90 Day Planning is used to support collaborative team delivery of the annual Regional Extension Delivery Plan. • Required feedback into Extension Team updates, Board reports or Leadership Team reports is collected and collated efficiently to meet timelines. • CRM database information is accurate and up to date. <p>Always adhere to B+LNZ communications policy and delegated authorities.</p> <ul style="list-style-type: none"> • Share public comment with the Communications Team. • Consult with the Extension Team Manager before providing media contributions. • Understand and follow B+LNZ communication policies diligently.
<p>9. Event and Resource Marketing Support</p> <p><i>The Extension Coordinator supports the design and delivery of</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.

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<p><i>marketing activity for local extension events and B+LNZ resources and tools.</i></p>	<ul style="list-style-type: none"> 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 farmers 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>10. Regional Presence</p> <p><i>The Extension Coordinator supports the Regional Extension Manager as the key representative of B+LNZ activity regionally.</i></p> <p><i>The Extension Coordinator supports the provision of content and coordination of media support to lift engagement with industry and particularly sheep and beef farmers on behalf of B+LNZ.</i></p>	<p>An active plan for B+LNZ Extension presence in the region is in place and delivered:</p> <ul style="list-style-type: none"> Supports the Regional Extension Manager’s collaboration with B+LNZ Policy, Insights and Farming Excellence teams to ensure appropriate presence in regional activities. B+LNZ supported activities and events are clearly identified and any required B+LNZ presence and engagement is coordinated and organized as per the event plan. Farmer feedback from B+LNZ events is collected and collated. <p>There is an active communication and engagement plan in place supporting farmer awareness of B+LNZ activities and efforts.</p> <ul style="list-style-type: none"> Proactively support implementation of relevant B+LNZ regional communications and engagement activity. Activity to ensure farmer engagement with other B+LNZ teams regional activities including policy engagement is supported as required. <p>Always adhere to B+LNZ communications policy and delegated authorities according to event plan and guidelines.</p>
<p>Pou: Strong Stakeholder Relationships; we create an ecosystem that supports our work, garners mana and leverages our resources.</p>	
<p>11. Regional Partnerships and Stakeholder Management</p> <p><i>The Extension Coordinator will support valued partnerships with regional stakeholders enabling the delivery outcomes of the Regional Extension Delivery Plan.</i></p>	<p>Regional Extension Delivery Plans are resourced to meet delivery targets:</p> <ul style="list-style-type: none"> Opportunities for Partnership support when identified and raised proactively with Regional Extension Manager or Island Team Manager. Obligations of any Partner contract, MOU or agreement that is in place are met. <p>Partner, facilitator and subject matter expert engagement is positive and proactive with a 3.5/5 feedback score:</p> <ul style="list-style-type: none"> Product playbooks are actively implemented. Their responsibilities in the annual stakeholder management plan are delivered.

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	<ul style="list-style-type: none"> Regular, relevant, clear communication ensures Partners, facilitators and subject matter experts are engaged and well informed
<p>12. Farmer and Stakeholder Engagement & Communication</p> <p><i>The Extension Coordinator will work closely with the regional Extension Team to ensure regional profile of B+LNZ is positive with high farmer awareness</i></p>	<p>A high standard of public profile is maintained through effective promotion of B+LNZ activities with relevant, authoritative and credible information.</p> <ul style="list-style-type: none"> The regional communication plan is actively administered, monitored and managed. They support Farmer Council communication initiatives. They support regional social media activity with relevant and engaging content. <p>Proactively respond to Farmer, levy payer and industry members enquiries promptly and effectively.</p> <ul style="list-style-type: none"> Enquiries from levy payers and key sheep and beef industry members are responded to in a manner that meets the needs of the enquirer.
<p>Pou: Resourcing and Budget; we have what we need to deliver.</p>	
<p>13. Manage the Regional Extension Delivery Budget</p> <p><i>The Extension Coordinator will work cooperatively with the regional Extension Team to ensure the Regional Extension Delivery Plan budget is well managed, monitored and reforecast.</i></p>	<p>The annual Regional Extension Delivery Plan budget is met.</p> <ul style="list-style-type: none"> The allocated budget for the Regional Extension Delivery Plan is well understood. Budget line items are accompanied by commentary explaining variances and reallocations. Monthly invoice processing meets the finance teams standards. Team collectively review budget reports supporting completion of accurate accrual reports and reforecasting. Reforecasting the Regional Extension Delivery Plan budget meets the timelines set by the GM Extension. <p>All event budgets are managed and met.</p> <ul style="list-style-type: none"> All events, including Farmer Council meetings and activities, have an agreed budget and the Extension Coordinator understands the budget, how it is allocated and who is responsible for expenditure. Event budgets are proactively monitored and managed to prevent cost overruns. Invoices for events are checked for accuracy, coded and sent to the accounts team to meet finance deadlines. <p>Self-responsibility is demonstrated for related operating costs ensures that the overall extension team budget is met.</p> <ul style="list-style-type: none"> Own travel, accommodation, professional development and general expenditure demonstrates a level of care commensurate with spending farmer levy monies. Average costs compared to budget are considered before confirming bookings.

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	<ul style="list-style-type: none"> Operating costs are considered and managed to ensure efficient use of allocated funds.
<p>14. Capture and maintain relevant and current farmer levy payer information</p> <p><i>The Extension Coordinator will work to ensure that every interaction with farmers adds to our collective knowledge of farmer needs and wants so that our levy payers have confidence that B+LNZ is shaping everything we do around a firm understanding of farmers.</i></p> <p><i>The Extension Coordinator maintains the CRM to ensure information is accurate, generate targeted promotional communications and support reporting for Management to understand engagement, assess the success of extension activity and contribute to developing effective future extension plans.</i></p>	<p>The B+LNZ CRM is maintained to be an effective, efficient database able to provide relevant insights and information.</p> <ul style="list-style-type: none"> The CRM is kept up to date and accurate with farmer, key contact, partner and stakeholder information and interactions recorded. Self responsibly ensures they are confident, efficient and effective at maintaining CRM accurately, using SOPs and following process to maintain quality, clean data and information. CRM is used strategically to: <ul style="list-style-type: none"> Promote B+LNZ activity to targeted audiences and grow B+LNZ's relevance, extension attendance and engagement. Send targeted information, resources and tools to the right audiences at the right time. Ensure all information is appropriately coordinated with all other B+LNZ initiatives to maximise relevance. Reports relating to extension activity in the region are able to be prepared accurately and in accordance with reporting cycles. Regional extension activity, partnerships and stakeholder reports are coordinated and completed to support management reporting, monitoring of delivery and compliance with partnership agreements.
<p>15. Health & Safety (“H&S”)</p> <p><i>The Extension Coordinator will proactively engage and lead by example in all areas of health, safety and wellness of the organisation and industry.</i></p>	<p>The delivery of safety compliant events, workshops and field days ensures:</p> <ul style="list-style-type: none"> The B+LNZ Event Safety Management System is adhered to. All delivery contracts comply with B+LNZ policy and meet all legislative requirements as set out in the Health & Safety at Work Act. The required level of reporting, incident reporting and activity awareness occurs. <p>Self-responsibility for health, safety and wellbeing is demonstrated:</p> <ul style="list-style-type: none"> By being proactive in own actions to keep self and others safe, being cooperative with local workplace safety management practices, policies and procedures supporting a healthy, safe and well culture. Accidents or incidents are reported as soon as possible through AuditZ, B+LNZ's safety management system, or to your manager.
Additional Key Accountabilities	
<p>16. Lead the coordination, event management planning and feedback processes for regional delivery and presence workstreams.</p>	<p>Regional Partnership events and activities are professionally managed:</p> <ul style="list-style-type: none"> Are efficiently coordinated, planned and managed so all partners, facilitators and SME's are well informed, well prepared and supported to deliver with excellence.

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Key Accountabilities	Job holder is successful when
	<ul style="list-style-type: none"> • All events have correct pre-event, at event and post event feedback processes in place enabling impact modelling to be efficiently completed. • They lead the coordination of regional extension delivery activity reviews and feedback processes.
<p>17. The Extension Coordinator supports the Regional Extension Manager with the management, administration and delivery of partnership and stakeholder relationships and contracts.</p>	<p>Partner, facilitator and subject matter expert engagement is positive and proactive with a 3.5/5 feedback score:</p> <ul style="list-style-type: none"> • Regional Extension Manager and Partners are supported to ensure product playbooks are actively implemented. • They lead and coordinate the delivery of regular, relevant, clear communication ensuring Partners, facilitators and subject matter experts are engaged and well informed. • They lead and coordinate an efficient management system to identify, allocate and monitor team responsibilities in the annual stakeholder management plan. • They lead an efficient management system to monitor the delivery of all regional Partner contracts, MOUs and agreements. • Reports on regional extension activity, partnerships and stakeholders are coordinated and completed on time and to standard.
<p>18. The Regional Extension Team budget for team activity, meetings, travel and Farmer Council operations are monitored, managed and met.</p>	<p>Regional Extension Team and regional Farmer Council Operating budgets are managed and met.</p> <ul style="list-style-type: none"> • Extension Coordinators managing Farmer Council activity have the agreed budget, that they understand the budget, how it is allocated and how to monitor and manage expenditure to deliver inside the allocated budget. • Regional Farmer Council operation budgets are proactively monitored and managed to prevent cost overruns. • Invoices for team and regional Farmer Council activity are checked for accuracy, coded and sent to the accounts team to meet finance deadlines.

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Key relationships

Key external relationships

- Farmer Council, Farmers, Consultants and Facilitators, Industry Groups, Service Providers and Partners.

Key internal relationships

- B+LNZ Extension Team; Insights & Communications team; CRM Manager, Operations Team.

Location

- Regional Offices
- Some national travel will be required for this role, generally to attend regional and national team meetings or B+LNZ events.

Hours

- Core business hours are Monday – Friday 8.30 – 5.00pm.
- You may be required to work outside of these hours from time to time to deliver on key or large events in the region and to manage the context of the seasonal nature of farming, Farmer Council availability and our event delivery calendar.
- Standard hours for this role vary by region and responsibilities and will be specified in your Individual Employment Agreement.

DATED: July 2025

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**BY FARMERS.
FOR FARMERS**

PERSON SPECIFICATION: Extension Coordinator

Technical Knowledge + Expertise

- 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

- 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

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

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**BY FARMERS.
FOR FARMERS**

PERSON SPECIFICATION: Extension Coordinator

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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