

Position Description: Economic Service Manager

Directly responsible to:

Lead Economic Service Manager (North Island)

Directly responsible for the functions:

- Identify sector needs, issues and opportunities relevant to B+LNZ's strategy
- Collection of survey farm financial and production information and data
- Analysis, collation and presentation of insights from farm survey data to support farmers and B+LNZ's strategy
- Regional farm production and profitability forecasts.

Our Vision

Thriving sheep and beef farmers, now and into the future.

Strategic priorities:

Championing farming excellence – On-farm extension focused on enhancing productivity, 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.

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 purpose of the Economic Service Manager is to support the B+LNZ insights engine by collecting data and information from survey farms, conducting analysis, identifying insights, and reporting to support farmers and B+LNZ's strategy.

1. Farm Survey Data and Information Collection

The Economic Service Manager sources survey farms and collects farm data and information in-full and on-time to the standard set by the Data Strategy Manager.

To do this, strong trusted relationships are built with farmers and other providers of data, the Economic Service Manager has a plan that ensures key data requirements and timelines are met

2. Identifying insights of value through analysis and reporting

The Economic Service Manager conducts analysis of farm information and data to identify key trends, issues, KPI's and other insights to deliver value to survey farmers, the Insights Team, the Extension Team and the wider B+LNZ business.

Key accountabilities

Farm Survey Data and Information Collection
Survey Farmer and Stakeholder Engagement
Information and Insights Sharing

Personal, Team and Project-Based Contribution
Health and Safety

Key accountabilities

Job holder is successful when

1. Farm Survey Data and Information Collection

The Economic Service Manager contributes to the identification of sector issues, trends and opportunities that will be relevant to B+LNZ through completing their set of survey farms to the standard set by the Data Strategy Manager. The data collected will feed into the insights engine to produce the sheep and beef farm survey.

- Survey farm visits, data collection, analysis, data standardisation and case write ups are completed on time and to the standard required.
 - For each survey case, analyse and standardise farm financial account data, including multiple accounts, reconcile livestock numbers and production.
 - On-time completion of these surveys to a high professional standard.
- Survey sample turnover rate is maintained, survey methodology is used correctly to maintain survey integrity and the required farm survey case load for the year is met.
- Forecasts for the survey region are completed on a standard basis that integrates into the national forecast outcomes including but not exclusive to:
 - Livestock numbers
 - Meat and wool production
 - Financial Performance, revenue, expenditure, balance sheet
 - Benchmark data
- Survey farmer customer relationship database records are maintained and up to date.
- Work plan deadlines are met and best practice system use is adopted.
- Ways to collect and analyse data more efficiently, or use data in more effective and new ways, are recognised, ideas are put

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Key accountabilities	Job holder is successful when
<p>2. Survey Farm and Stakeholder Engagement</p> <p><i>The Economic Service Manager builds strong relationships with survey farmers to ensure that survey farmers see value in contributing to the survey. The contribution of the survey farmers will ensure that B+LNZ has a robust dataset to develop a deep understanding of the factors and issues that impact farmers and drive farming excellence.</i></p>	<p>forward and when adopted, improvements and efficiencies are made.</p> <ul style="list-style-type: none"> • Excellent relationships with (randomly selected) survey farms are built, grown and are maintained in a way that instils trust and confidence in B+LNZ. • Survey farmers see value in participating in the survey through the insights and feedback provided by the Economic Service Manager. Farmers readily disclose their confidential financial accounts and production data for survey purposes. • Professional relationships with other stakeholders such as farm accountants and advisors are in place to enable information and data collection. • New farms are sourced when required to ensure the survey farm sample size is maintained to guarantee survey integrity.
<p>3. Information and Insights Sharing</p> <p><i>The Economic Service Manager supplies credible and current information and insights on regional and national on-farm trends with internal and external stakeholders in an engaging and professional manner</i></p>	<ul style="list-style-type: none"> • Economic Service Managers are acutely attuned to rural trends, issues and unique insights and these are immediately communicated to relevant personnel within B+LNZ. • Regional farm financial and production information (historical reports and forecasts) is proactively shared with the region Extension Manager and the Environment team to add value to the region's B+LNZ extension activity. • Accurate and credible information, insights and knowledge, for use in the public domain, is shared in an inclusive two-way information flow with B+LNZ management. • Farm and farmer insights are provided freely with colleagues to drive and guide the development of new and innovative ideas to deliver the greatest impact to farmers through the national extension programme.
<p>4. Personal, Team and Project-Based Contribution</p> <p><i>The Economic Service Manager 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"> • Personal and professional development is proactively managed to meet the current and emerging capability needs of the role and the organisation, whilst supporting personal growth. • Where delegated, opportunities to represent the Insights team in pan/cross-organisation projects or committees are undertaken. • Teammates, project leads and members and others value the contribution, expertise and professionalism of the employee. • The member is recognised as a strong upholder of B+LNZ's values and principles.
<p>5. Health & Safety ("H&S")</p> <p><i>The Economic Service Manager will proactively engage in all areas of health, safety and wellness of the organisation and industry.</i></p>	<ul style="list-style-type: none"> • Responsibility is shown for your own health, safety and wellbeing; you are proactive in your own actions to keep yourself and others safe; and you cooperate 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 Auditix, B+LNZ's safety management system, or to your manager.

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Key relationships

Key external relationships

Sheep and Beef Farm Survey participants, Farmer councils, Levy Payers, Federated Farmers, DairyNZ, Meat Processors, Farm Consultants/Advisors, Survey Farm Accountants/Financial Advisors, Service Industries and Educational Institutions.

Key internal relationships

Data Strategy Manager, Insights team, Extension team

Location

Region specific.

Hours

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

The incumbent may be required to work outside these hours from time to time.

DATED: August 2025

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PERSON SPECIFICATION: Economic Service Manager

Technical knowledge + expertise

- A large element of “know-how” on the collection of data and the use of trend information
- Excellent information analysis skills preferably standardising (farm) financial accounts, production and livestock reconciliation data
- Excellent farm survey (or equivalent) data capture skills
- An interest in contributing to improvements to the Sheep and Beef Farm Survey including initiatives to digitise the survey
- A knowledge of Geospatial Farm Mapping software is desirable but not critical. The ability to interpret individual and regional land parcel information, to analyse on farm sequestration and provide environmental benchmarks
- The ability to confidently and positively represent the position of B+LNZ and the sheep and beef sector to external stakeholders
- Excellent attention to detail

Education + experience

- A tertiary education in the field of farm management/agri-business with a preference for financial and accounts analysis and standardisation
- A minimum of five years’ experience working with a relevant sector or role, competence in financial account balancing and data analysis relevant to the farm survey and a farm survey region

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





**BY FARMERS.
FOR FARMERS**

PERSON SPECIFICATION: Economic Service Manager

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
 - Must have a strong commitment to furthering the success and prosperity of the New Zealand sheep and beef industry
 - Establishes an environment of respect and trust when working to advance cross cultural understanding
 - A willingness to develop and apply a growing understanding of Te Ao Māori, tikanga, and Te Reo with their work
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