

Position Description: Principal Advisor – Technical Policy

Directly responsible to:

Head of Technical Policy

Directly responsible for the functions:

- Leads the development of strategic analysis, policy positions and influence plans across relevant areas within the Technical Policy portfolio, including:
 - Animal health and welfare;
 - Biosecurity;
 - Farm inputs and food safety
- Provides strategic advice to Head of Technical Policy and Senior Management on key policy areas of responsibility.
- Anticipates policy, regulatory and market developments, identifies risks and opportunities early, and leads influence strategies that reflect sheep and beef farmer perspectives and further the interests of the sheep and beef industry.
- Represents B+LNZ in meetings, technical working groups and consultation processes with government and industry stakeholders, shaping outcomes in line with B+LNZ policy positions.
- Maintains strong constructive professional relationships with government and industry stakeholders

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.

Position Purpose

To contribute to B+LNZ's policy and advocacy work in the technical policy area, working in close coordination with the Head of Technical Policy.

High quality research and analysis of technical policy issues, following domestic and international developments of current or potential importance to the New Zealand red meat industry. Plans ahead and anticipates policy

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Positivity and
Confidence

Fronting up

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developments and helps shape B+LNZ's advocacy plans for influence. Produces high quality advice to Head of Technical Policy and other senior management ahead of key meetings and submissions to influence policy.

Represents B+LNZ on technical policy issues in stakeholder consultation and communication (including sheep and beef farmers, agri-business and other industry bodies, and government agencies), building and maintaining trusted relationships with stakeholders.

Supports the Head of Technical Policy to ensure appropriate efforts have been taken to gather farmer input to ensure the B+LNZ position reflects the interests of the industry.

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Key Accountabilities

Analysis, research and advice
Domestic and international technical policy
Farmer engagement

Stakeholder & Government Relations and Engagement
Personal, team & project-based contribution
Health & safety

Key Accountabilities

Job holder is successful when

1. High quality analysis, research and policy advice

Lead the development of strategic policy positions, influence strategies and policy recommendations across assigned technical policy portfolios, ensuring B+LNZ proactively shapes policy outcomes and advances sector interests.

Provide strategic policy advice and recommendations on technical policy and market access issues for:

- CEO and other B+LNZ staff
- B+LNZ Chair
- B+LNZ representatives' visits abroad
- Meetings with inward visitors
- B+LNZ stakeholder meetings

- Proactively monitors critical domestic technical policies and risks. Proactive strategies are developed to ensure that B+LNZ has influence.
- Maintains forthcoming schedule for technical policy meetings attended by the Chair, CEO, GM Policy and Head of Technical Policy to ensure that everyone knows what is coming up.
- Anticipates needs and provides high-quality briefings that summarise the issues and clearly sets out B+LNZ's position that we want to achieve at the meeting.
- Ensures briefings of high-quality standard, satisfactory to the Head of Technical Policy, are submitted as necessary for the meetings mentioned above, on time.
- Meetings are arranged and carried out effectively. Agendas and minutes circulated, and records maintained in a timely and effective manner. Actions met within agreed timeframes.
- Strategic policy positions are developed and endorsed by leadership.
- Influence plans are established for key policy issues.
- Policy interventions demonstrably support B+LNZ strategic objectives.
- Advice is trusted, evidence-based and strategically focused.

2. Policy Influence & Advice

Develop and implement advocacy and influence strategies that support B+LNZ policy objectives through engagement with government, industry and sector stakeholders.

- Advocacy strategies are developed for priority issues, that include utilisation of more senior people in B+LNZ.
- Stakeholder engagement supports B+LNZ policy positions.
- Policy outcomes increasingly reflect B+LNZ advocacy objectives.

3. Domestic and international technical issues monitored and plans developed to respond

Identify emerging policy, regulatory, market and industry risks and opportunities and provide strategic recommendations to leadership on potential responses.

Monitor technical issues of current or potential importance to the meat industry (with emphasis on

- Relevant technical issues and policies developments are monitored domestically and internationally, implications for sheep and beef sector are clearly identified and interventions are effectively designed and targeted to respond.
- Proactively engages in relevant technical working groups. Develops plans on what B+LNZ wants/needs to achieve and provides updates and advice to Head of Technical Policy and senior management on steps that may need to be taken to ensure B+LNZ's objectives are met.
- When technical issues have communications sensitivity, relevant people are informed early and integrated policy and

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<i>biosecurity, animal health and animal welfare).</i> <i>Provide expertise and advice in the development of external communications and relevant policy responses.</i>	communications response plans are led in a timely, coordinated and credible way. • Shifts in the environment are anticipated and planned for. • Emerging issues are identified early. • Risks and opportunities are escalated appropriately.
4. Farmer Engagement <i>Supports engagement with farmers to update them about policy developments and seek input.</i>	• Works with Head of Technical Policy and others in the wider policy team to ensure appropriate efforts have been taken to gather farmer input during relevant policy process (e.g. during Government consultation) to ensure the B+LNZ position reflects the industry's interests. • Farmers feel that their views have been sought, that B+LNZ has listened and farmers understand the B+LNZ position. • Presentations to farmer meetings on technical policy issues are delivered to a high standard, are consistent with B+LNZ policy and are received favourably. • Responds quickly to farmer requests for information and concerns.
5. Stakeholder & Government Relations and Engagement <i>Builds relevant network of relationships with Government and other industry/technical bodies.</i> <i>Represent B+LNZ in relevant consultation processes and communication with farmer groups.</i>	• Strong networks on relevant policy issues are maintained with relevant Government officials, Federated Farmers, DairyNZ the Meat Industry Association (MIA) and wider industry to ensure B+LNZ has early awareness, credibility and influence. • Develops and manages a list of key stakeholders and advises when more senior meetings are required to have influence. Communication to interested parties is undertaken in a timely manner. • B+LNZ is represented in a professional and credible light in all dealings with external stakeholders.
6. Personal, Team & Project-Based Contribution <i>The Principal Advisor - Technical Policy will contribute to their own professional development, and organisational and team projects as required, to meet the priorities and needs of the business.</i>	• 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 Policy & Advocacy team in pan/cross-organisation projects or committees is undertaken. • Team mates, project leads and members and others value the contribution, expertise and professionalism.
7. Health and Safety <i>The Principal Advisor - Technical Policy will proactively engage and lead by example in all areas of health, safety and wellness policies and programs of the organisation.</i>	• 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. • Where stakeholder health & safety is a risk (e.g. at farmer events, on-farm meetings or field days), the Event Safety Management System procedures are adhered to always.

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Key relationships

Key external relationships

MPI, DairyNZ, MIA, Federated Farmers, OSPRI, Deer Industry New Zealand (DINZ), sheep and beef farmers, beef levy payers including calf rearers, and dairy farmers.

Key internal relationships

Extension Managers, Policy & Advocacy team; Engagement & Communications team; Farming Excellence team

Location

Wellington. Some travel maybe required.

Hours

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

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

DATED: August 2026

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PERSON SPECIFICATION: Principal Advisor – Technical Policy

Technical Knowledge + Expertise

- A good understanding of the role of the sheep and beef industry in the New Zealand economy and of the importance of export markets to the industry.
- Ideally a strong background in the technical policy area and good experience working in Government or proven experience in influencing it.
- Actively interested in learning and applying new technical knowledge and skills .

Education + Experience

- A bachelor's degree level qualification with good grades in the biological sciences, agricultural science, economics, food technology or environmental sciences
- 5+ years' experience in a policy role, ideally in technical policy areas.

Problem Solving + Decision Making

- Proven ability to exercise sound and objective judgement based on research, analysis, wisdom and experience
- Strong understanding of Government, regulatory systems and policy processes.
- Experience in managing policy areas, developing policy advice and understands policy processes
- Is sought out and respected for sound advice and high-quality decisions
- Considers the broader picture when making decisions
- Draws on the right people and expertise to assist in the decision-making process
- Frames problems, opportunities and ideas in a way that clearly conveys empathy for users and the potential value for the organisation.

Communication, Collaboration + Relationships

- Experience in building a network to have influence and good relationships with Government
- 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 communication in a variety of settings
- Writes succinctly and clearly and in a way that is appropriate to the audience
- Tactful and discrete when necessary
- Provides timely and helpful information to others and keeps people informed
- 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
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PERSON SPECIFICATION: Principal Advisor – Technical Policy

- 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 to a high standard
- Shows initiative, is proactive and able to self-direct

Personal Attributes

- Has a personal commitment to personal excellence; displays honesty, integrity, and a strong sense of ethics in all decisions and actions
- Instil trust, keep confidences and honours commitments
- Demonstrate a good understanding of agri-business as it relates to the meat industry and broader New Zealand pastoral sector.
- 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 the unique needs and perspectives of Māori agribusinesses.

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