



POSITION DESCRIPTION PASTURE SYSTEMS AGRONOMIST – May 2019

Purpose of the Role:

The Pasture Systems Agronomist is responsible for communication and advocacy around pasture and pasture systems, sales support, to assist in developing an innovative trial programme, and to understand the performance of cultivars across the region the agronomist works in.

The role is one to help firmly establish Barenbrug Agriseeds as the pasture company of choice in the dairy, sheep and beef markets.

The role of the Pasture Systems Agronomist is to help develop and communicate the messages for Barenbrug Agriseeds pasture products, and increase sales through pasture benefits and features to customers, staff, and industry groups in the most effective way possible, whilst ensuring all quantity and quality standards are met.

Reports To: Pasture Systems Manager

Key Relationships

Internal: Pasture Systems Team
Marketing Manager
Marketing Communications Manager & Marketing Coordinator
Sales Team
Science Manager
Plant Breeding Team

External: Industry bodies
Rural Retailers
Farmers
Rural consultants
Media

Key Responsibility	Key Activities/Tasks
Pasture Systems Team	<ul style="list-style-type: none"> As a member of the Pasture Systems team, contribute to the team's functions and activities. Work with the Pasture Systems manager and team members in delivering marketing and technical support and assistance. Help develop an innovative trial and demonstration programme to support Barenbrug Agriseeds cultivar use.
Industry Communication	<ul style="list-style-type: none"> Assist Barenbrug Agriseeds in development and delivery of messages around pasture based systems. Assist with the development of strategies that will establish Barenbrug Agriseeds as a leader in providing pasture solutions and management advice.
Marketing Support	<ul style="list-style-type: none"> Assist with implementation of the Sheep & Beef plan. Work with the Pasture Systems team to develop and communicate pasture systems information. Provide technical support to the Sales Team in relation to pasture systems and management. Develop marketing material with a pasture systems focus, including working with the Marketing Communications Manager on social media. Support industry events and relevant company promotional events, including presenting to professional conferences. Understand farmer requirements to suggest and help develop effective communication tools and messages. Take relevant Barenbrug Agriseeds trial data and convert it into a pasture message.
Trial programme support	<ul style="list-style-type: none"> Work with the breeding team to view and understand the performance and fit of Barenbrug Agriseeds pasture and crop cultivars in trials. Work with the Pasture Systems manager and team members, in conjunction with plant breeding, to deliver an innovative trial and demonstration programme to support Barenbrug Agriseeds cultivar use. Assist the Plant Breeding team with trial work from time to time, as required.
Relationship Management	<ul style="list-style-type: none"> Work closely with the Sales and Pasture Systems teams to help develop and deliver messages around pasture systems to our customers. Develop and maintain relationships and networks with industry leaders and contacts with other relevant agencies.

Key Responsibility	Key Activities/Tasks
	<ul style="list-style-type: none"> • Be a key member of industry bodies as required. • Provide a link between Barenbrug Agriseeds and industry groups in the upper North Island (such as Beef & Lamb, DairyNZ, Farm IQ, PGP etc)
Pasture Advocacy	<ul style="list-style-type: none"> • Contribute to and represent Barenbrug Agriseeds at industry events and conferences. • Be able to deliver, where necessary, a generic pasture message rather than a product-based message. • Prepare media releases relevant to pasture management throughout the year. • Work with outside agencies to ensure messages are structured and delivered effectively.
Corporate responsibilities	<ul style="list-style-type: none"> • Comply with Health and Safety legislation and regulations. • Observe all Barenbrug Agriseeds safe work policies and procedures and ensure all staff comply with policies and procedures. • Take responsibility for your own health and safety and ensure no action or inaction on your part harms others in the workplace. • Lead by example by actively promoting health and safety • Represent Barenbrug Agriseeds' brand values.
Communication	<ul style="list-style-type: none"> • Communicate effectively with staff, using appropriate language to ensure understanding. • Actively communicate important developments with key people in the business to ensure all relevant issues are shared in a timely manner. • Ensure that all issues that need to be brought to the attention of the Pasture Systems Manager are raised at the appropriate time and with options for resolution. Operate on a principle of "no surprises".
Quality Management Systems	<ul style="list-style-type: none"> • Ensure that the Company's QMS policies and procedures are adhered to at all times, and to seek ongoing improvements in pasture systems. • Initiate action to continually improve and correct quality issues. • Contribute to the ongoing development of Barenbrug Agriseeds QMS.
Health and Safety	<ul style="list-style-type: none"> • Comply with occupational health and safety legislation and regulations. • Observe all Barenbrug Agriseeds safe work policies and

Key Responsibility	Key Activities/Tasks
	<p>procedures. Ensure that the relevant steps are taken to identify and manage hazards.</p> <ul style="list-style-type: none"> • Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace. • Lead by example by actively promoting health and safety. • Attend training courses to qualify for relevant health and safety certificates.
Foster a culture of innovation	<ul style="list-style-type: none"> • Be curious and ask questions to understand issues and current practices. • Identify opportunities for innovation within the context of the business. • Explore alternative ways to view and solve problems. • Learn from mistakes • Question the status quo, don't just accept the norm, seek new ways to do things. • Share new ideas with colleagues and listen to their ideas.
Contribute to Barenbrug Agriseeds business direction	<ul style="list-style-type: none"> • As requested, provide input into Barenbrug Agriseeds' strategic and marketing planning process in pasture systems and products. • Demonstrate commitment to own professional development, taking advantage of learning opportunities and engaging fully in the performance planning process. • Contribute to the sustainability efforts of the business through the responsible use of resources and equipment. • Actively communicate important developments with key people in the business to ensure all relevant issues are shared in a timely manner. • Attend team meetings and planning sessions and align individual work plans with the goals and objectives of Barenbrug Agriseeds. • Undertake other duties as required.
Other Duties	<ul style="list-style-type: none"> • Undertake specific projects in other departments when appropriate.