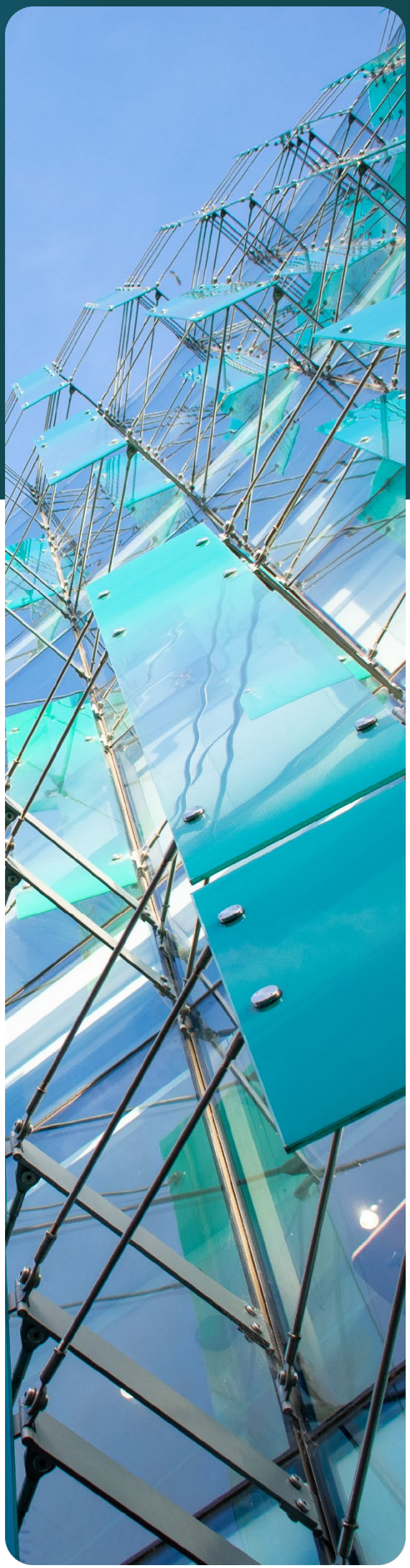
decipher



FarmRight Limited – Marketing and Communications Specialist

Position Description and Additional Information

May 2026

Job Description | Marketing & Communications Specialist

Location: Christchurch, New Zealand
Reports to: Senior Investment Associate

Position Purpose

The Marketing & Communications Specialist is a hands-on, mid-level marketing role responsible for strengthening and protecting the FarmRight brand across all internal and external touchpoints.

This role ensures the FarmRight story, positioning, and narrative consistently support internal culture, stakeholder engagement, and the raising, deployment and management of capital. Through high-quality content creation, creative execution, and disciplined brand management, this position plays a key role in reinforcing credibility, trust, and long-term reputation. This is a delivery-focused role with responsibility for execution, rather than team leadership.

Relationships

Internal:

- Senior Investment Associate
- Executive Leadership Team
- Investment Managers
- Operations and Finance teams
- Wider FarmRight teams

External:

- Creative and digital contractors
- Event providers
- Investors and other stakeholders

Key Accountabilities

Brand & Narrative Stewardship

Ensure a clear, consistent and compelling FarmRight brand story across all communications and channels.

Key Expectations:

- Maintain and evolve brand guidelines, tone of voice, and visual identity.
- Translate complex rural investment and operational activity into clear, engaging narratives tailored to different audiences.
- Ensure consistent messaging across digital, print, events and internal communications.
- Identify opportunities to strengthen market positioning and protect and enhance FarmRight's reputation through disciplined brand application.
- Monitor brand performance and perception across channels and stakeholders, proactively identifying risks, inconsistencies, and opportunities to strengthen FarmRight's reputation and impact.

Content Creation & Social Media

Lead hands-on creative execution and content development across all FarmRight's media and communications channels.

Key Expectations:

- Deliver an external marketing and communications plan aligned to business priorities.
- Develop and manage content calendars aligned to business priorities.
- Create high-quality written and visual content for LinkedIn and other relevant online platforms.
- Develop and shape evidence-based narratives that demonstrate investment performance, asset outcomes, and long-term value creation across FarmRight's portfolio.
- Develop thought-leadership content supporting brand positioning and stakeholder confidence.

- Create compelling marketing content across multiple formats, including case studies, articles, press releases, newsletters, and campaign materials.
- Monitor engagement metrics and optimise performance.
- Coordinate photography, videography, and external creative support as required.

Investment Focused Communications Support

Develop marketing and communication materials that support the raising, deployment, and ongoing management of capital and investments.

Key Expectations:

- Create (or support the creation) and maintain investor-facing collateral including pitch decks, fact sheets, capability statements, and case studies.
- Ensure all materials reflect professionalism, clarity, and brand consistency.
- Support preparation of presentations and supporting documentation for investor engagement.
- Maintain version control and accuracy of documentation in collaboration with senior stakeholders.

Website & Digital Channel Management

Maintain and enhance the FarmRight website and associated digital channels as core stakeholder touchpoints.

Key Expectations:

- Manage website updates and ensure content accuracy and relevance.
- Develop, schedule, and maintain social media content, and manage community engagement and responsiveness across platforms, monitoring performance to protect and enhance brand reputation.
- Support SEO hygiene and user experience improvements.
- Upload and manage documents and resources securely.
- Monitor digital analytics and provide basic performance insights.

Internal Communications & Culture

Support internal engagement, culture and alignment through consistent, clear communications.

Key Expectations:

- Develop internal communications that reinforce FarmRight's strategy, values and culture.
- Support leadership messaging where required.
- Ensure internal narratives align with external brand positioning.

Events & Stakeholder Engagement

Support marketing and communication activities aligned to investor and stakeholder engagement.

Key Expectations:

- Assist in planning and promoting investor briefings, field days, webinars, and events.
- Develop supporting collateral and communications.
- Coordinate external suppliers where required.

Performance Monitoring and Reporting

Monitor and report on marketing and communications performance to inform continuous improvement, support decision-making, and build stakeholder confidence.

Key Expectations:

- Track engagement and performance across digital channels.
- Report on campaign effectiveness.
- Use data to inform recommendations and improvements.

Digital Systems & Compliance

Ensure marketing systems and communication processes are accurate, compliant, and effective.

Key Expectations:

- Maintain CRM data integrity and segmented contact lists.
- Support email communications and campaign deployment.
- Ensure marketing activity aligns with privacy and consent regulations and requirements.
- Apply consistent tracking and reporting standards.

Person Specification

To be successful as the Marketing and Communications Specialist you will have the following experience, technical capability and personal attributes:

Experience

- At least three to five years' experience in a marketing, communications, or brand roles.
- Tertiary qualification in Marketing, Communications, Journalism, or a related field.
- Experience working with senior stakeholders and subject-matter experts.
- Experience managing multiple deliverables and competing priorities to deadline.
- Demonstrated experience producing high-quality content and marketing collateral.
- Experience in B2B, investment, financial services, property, or agribusiness environments would be advantageous.
- Ability to distil complex information into clear, engaging communications.

Technical Capability

- Strong copywriting, storytelling, editing and proofreading skills.
- Hands-on content and brand execution capability.
- Experience with CMS platforms (e.g. WordPress).
- Familiarity with CRM/email marketing systems.
- Competence with social media platforms, particularly LinkedIn.
- Working knowledge of design tools (Canva and/or Adobe suite).
- Basic understanding of analytics and digital reporting.

Personal Attributes

- Creative thinker with the ability to develop and execute innovative campaigns.
- Highly organised with strong attention to detail.
- Proactive, self-managing, and accountable for delivering outcomes.
- Commercially aware and brand conscious.
- Demonstrates sound judgement, discretion, and attention to risk.
- Confident communicator with sound judgement.
- Affinity with the New Zealand rural and agribusiness sector.

FarmRight Values

The Marketing & Communications Specialist is expected to embody the five FarmRight values:

- Be Courageous
- Pursue win/win/win (staff, clients, FarmRight)
- Take a Sustainable Long-term View
- Be Honest, Open and Ethical
- Enjoy the Journey, Make it Fun

Declaration:

I ..... (employee name), I acknowledge that I have read and understood the duties, responsibilities, and expectations outlined in this Job Description. I accept that these duties form part of the terms and conditions of my employment and agree to carry them out to the best of my ability. I understand that the organisation may reasonably amend or update this Job Description from time to time to reflect operational needs, and I agree to adapt to such changes. I confirm that I will perform my role in a professional manner, uphold organisational values, and work collaboratively with colleagues, managers, and stakeholders to support the effective delivery of organisational objectives. I acknowledge that this position description is valid and current and supersedes any other previous versions.

Employee Signature _____ Employer Signature _____

Date: ____/____/_____

PO Box 239, Christchurch 8140
Level 4, 151 Cambridge Terrace

Our process

OUTREACH AND ADVERTISING | Applications close 2 June 2026
Potential candidates identified through targeted search; applications reviewed and responded to.

APPLICANT SCREENING | from 18 May
Initial screening of applications as they are received. This may include a discussion with candidates about their motivations for applying. We aim to run a timely and efficient process.

SELECTING AND SHORTLISTING | Late May
Once the role has closed our team will present the most qualified candidates to the client. Within this period, all applicants will receive notification of the status of their application.

CANDIDATE INTERVIEWS | Early June
Decipher Group prioritises a robust and consistent interview framework, based on a behavioural and competency-based assessment. Candidates will be advised of the interview structure and who will be present on the panel. All interviewed candidates will receive prompt feedback and will be advised of next steps once we have debriefed with the interview panel.

VETTING AND DUE DILIGENCE | June
We conduct thorough background checks and referencing to further assess competencies of preferred candidate/s. Decipher Group utilises a third-party provider for pre-employment and probity checks such as criminal history, qualification, employment history and bankruptcy. Our team will notify you in advance prior to us contacting your referees. Throughout the entire process, candidate confidentiality and privacy remain an absolute priority.

DECISION AND ONBOARDING | Mid to Late June
Following a rigorous evaluation, a conditional offer of employment will be made, subject to the completion of the above stage. Our team will communicate regularly with both the client and the successful candidate during this period. At the conclusion of the recruitment process, all remaining candidates will be notified, with the opportunity for feedback.

Marketing and Communications Specialist

- Hands-on brand and content specialist
- Strong storytelling and communication capability
- Commercially aware, detail-focused operator

About the opportunity | Support growth

FarmRight is a specialist rural investment business that is focused on acquiring and managing high-quality agricultural assets across New Zealand. With a strong track record and a long-term investment strategy, FarmRight partners with investors to deliver sustainable returns through disciplined land-based investment strategies.

To support the growth objectives of FarmRight, we are seeking a Marketing & Communications Specialist to play a key role in developing and delivering effective marketing and communication initiatives that strengthen the brand, support business objectives, and engage key stakeholders. This role plays a central part in managing both internal and external communications across multiple channels.

This is a hands-on, delivery-focused role where you will take ownership of content development, brand execution, and communications. You will work closely with senior stakeholders to bring the FarmRight story to life – supporting investor engagement, internal culture and the broader growth of the business.

About the role

Reporting to the Senior Investment Associate, this role will see you own and deliver the creative and content execution across FarmRight's communications channels.

As a technical specialist you will be responsible for:

- Developing and implementing marketing and communication strategies aligned with organisational goals.
- Developing and maintaining a consistent and high-quality brand presence,
- Creating engaging content across digital platforms, including LinkedIn.
- Producing investor-facing collateral including presentations, case studies and supporting documentation.
- Managing and enhancing the FarmRight website and digital channels.
- Support internal communications to engage employees and promote organisational initiatives.
- Assisting with events, investor engagement activity and stakeholder communications.

This is a hands-on role where you will take responsibility for delivering high-quality outputs end-to-end, with strong attention to detail, creativity and professionalism. If this sounds like you, we'd love to hear from you.

About you

You will be a technically capable marketing and communications professional who takes pride in delivering high-quality outputs.
You will bring:

- Comprehensive experience in a marketing, communications or brand role.
- Tertiary qualification in Marketing, Communications, Journalism, or a related field.

- Proven ability to create high-quality written and visual content.
- Strong copywriting and storytelling capability, with the ability to simplify complex information.
- Experience working across digital channels, websites and social media.
- A high level of organisation, initiative and personal accountability.
- Sound judgement and discretion when working with sensitive or investor-facing information.
- Confidence working with senior stakeholders and contributing to business outcomes.
- Experience in B2B, financial services, property, or agribusiness environments will be advantageous.

Why FarmRight

This is an opportunity to join a business with:

- A clear investment strategy and strong market reputation.
- A collaborative and professional team environment.
- Meaningful exposure to investor communications and capital markets activity.
- The ability to make a genuine impact on how the business is positioned and perceived.
- A culture that encourages fresh ideas, innovation, and initiative.

You will be part of a team focused on long-term value creation, where quality, discipline and relationships matter. Are you keen to join this leading NZ business?

How to apply

To discover more about FarmRight, visit www.farmright.co.nz

To apply for the position above, you must be legally entitled to work in New Zealand, and your application should confirm this. If you are unsure of your entitlement to work in New Zealand, we refer you to the website www.immigration.govt.nz At FarmRight, they are committed to a safe, drug free workplace and actively carry out drug testing.

For a confidential discussion about the role; contact Lisa Edwards on 021 2404410 or by email to lisa@deciphergroup.co.nz

Applications close: Monday 2nd June 2026

Please do not email us your CV and Cover Letter.
Please use the *Apply Now* link on our website.

Our Diversity, Equity and Inclusion Statement

Decipher Group care deeply about helping individuals achieve their full potential and supporting organisations to thrive by working toward a more progressive future.

Fostering a culture of inclusion and belonging that truly values individual differences, backgrounds, and perspectives ignites creativity and new ideas – and this is part of what makes our team exceptional. For us, progress is the only goal worth benchmarking.

decipher

PO Box 239, Christchurch 8140
Level 4, 151 Cambridge Terrace

deciphergroup.co.nz
admin@deciphergroup.co.nz
021 245 2224