



Ravensdown Limited Sales Manager, North Island

Position Description and Additional Information

21 September 2026



Position Description: Sales Manager NI



1. Position Purpose

The purpose of the Sales Manager NI is to drive revenue growth, maintain customer satisfaction and ensure Ravensdown’s competitiveness across the North Island. With a strong understanding of the market and customer segments across the island, the Sales Manager NI will lead the North Island field sales team to grow profitability, seek new opportunities, and ensure professional delivery of the range of product and service solutions available to customers.



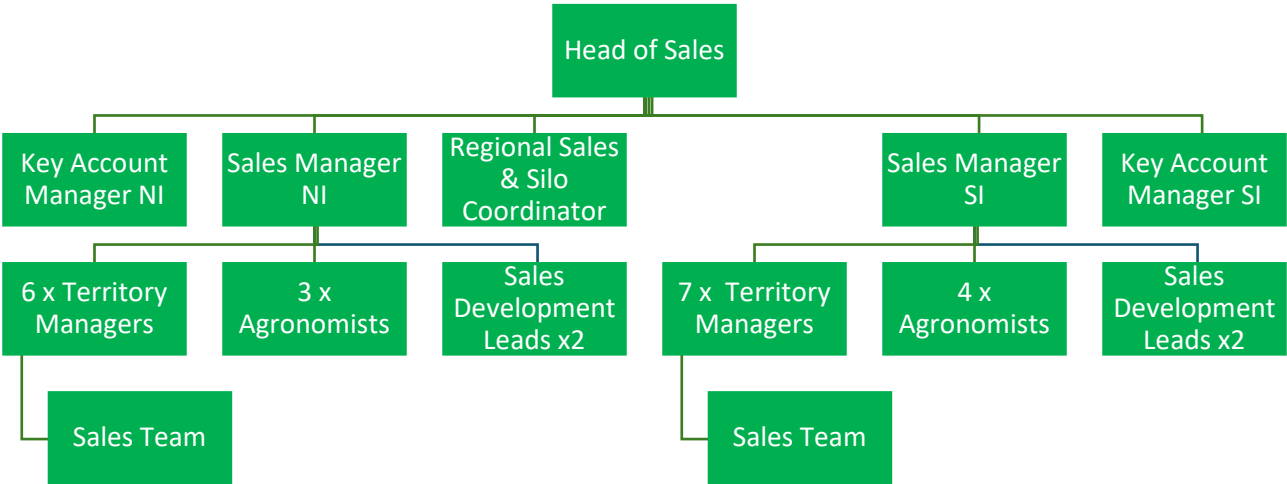
2. Position Dimensions

Reports to:	Head of Sales	Date:	August 2026
Department:	Sales & Marketing	Job Family:	Professional Leader
Direct Reports:	Up to 14	Total Reports:	Up to 40
Budget Owner:	Yes	Operating Budget:	30K from CR Budget
Capex authority:	\$500	Delegated Authority:	Up to \$250k (credit limit approvals)



3. Team / Department Overview

This department aids the delivery of the Ravensdown strategy of Smarter Farming for a better New Zealand through engagement with customers. They are experts in product knowledge, offering reliable and genuine customer service to our shareholders.





4. Key Relationships

Internal:

Chief Sales and Marketing Officer, Head of Sales, Sales Manager SI, Key Account Manager NI, Key Account Manager SI, Field Sales team, Head of Product & Service Delivery, Category Managers, Head of Marketing, Marketing team, Stores Operations Managers, Store Managers, Logistics Manager, Works Operations Manager, Customer Centre, People & Safety, Finance.

External:

Key Customers, Shareholders, Suppliers, Training Providers, Industry Peers.



5. Keeping yourself and others safe and well

We want all staff to be safe and healthy and to go home every day to family and friends. To ensure this we ask you to actively review, enhance and comply with all Safety and Wellbeing policies and procedures and meet the risk management responsibilities for your role as outlined under the 'Key Accountabilities'. Take all care to ensure your actions, or those around you do not impact on the safety or wellbeing of others in the Ravensdown workplaces and look out for those around you.



6. Key Accountabilities

As with all staff at Ravensdown, we would like you to contribute to the productivity and harmony of your team by displaying a positive attitude and a work ethic consistent with our culture. Below is a non-exhaustive list of the main accountabilities for this role.

Accountability	Primary Objectives
Health, Safety & Wellbeing	• Demonstrate felt leadership in all aspects of the role with respect to health, safety, and wellbeing. • This includes collaborative, proactive, and demonstrable leadership of the health, safety, and wellbeing culture across the company. • Be aware of all identified risks in connection with your role and report/respond to all incidents or material developments. • Comply fully with all legislation and company policy relevant to your role. • Comply with Occupational Health and Safety Legislation and Regulations. • Observe all Company safe work policies, procedures, and instructions. • Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace.
Staff Leadership	• Lead and coach staff and implement systems and processes to ensure the realisation of the business objectives. • Ensure the Sales team understands the strategy of Ravensdown and their roles and responsibilities in relation to the achievement of the strategy. • Provide coaching and development opportunities to ensure a strong talent pipeline in the sales and service teams. • Provide regular feedback and coaching and foster a positive team culture. • Manage staff performance in a timely and positive manner. • Guide the development of staff driven training and development program with regular coaching and ensure a succession program is in place to cover key roles.

	• Innovation and continuous improvement is encouraged within the team and where commercially viable, implemented. • Staff are empowered to work as one team developing consistent processes and communication based on a shared understanding of their role and responsibility in achieving the company vision and goals. • Ensure all staff understand and are proficient in the key technology used in the field. • Implement and maintain processes to ensure a safe and healthy workplace in all areas for the customer facing staff, and take a lead in driving this with staff, customers and all key stakeholders.
Implementation of Sales Strategies	• Strong understanding of Ravensdown's overall strategic aspirations and the role your region plays in achieving them. • Actively participate in the development of sales strategies in your Region. • Positively promote sales strategies throughout the North Island sales team and develop plans and measures to achieve them. • Actively participate in continuous improvement activities and positively promote change across the North Island sales team. • Actively work with peers across the Sales leadership team to encourage collaboration and cohesiveness in approach to strategy achievement. • Ensure KPIs are aligned with the overall sales strategy and work with the North Island field team to support achievement. • Develop and align operational plans to support the implementation and achievement of sales strategies. • Establish marketing plans in conjunction with the marketing team to leverage competitive positioning. • Take ownership of island issues through to resolution and seek to maximise opportunities when they arise. • Work closely with the Key Account Manager NI to best support key customers in order to build and maintain strong relationships.
Sales and Service	• A deep understanding of the agricultural marketplace is maintained to understand current and future needs of the industry. • Contribute to and manage the annual business plan, corresponding annual budgets and demand management forecasting. • Strong contribution to the sales plan through input and critique of actual and potential initiatives which will enhance the business. • Own the sales for all products and services and drive integration between the business unit offerings to maximise overall benefit to the business and customer. • Performance management and coaching of staff to deliver company developed sales processes that are appropriate to the marketplace. • Continually work with the Field team to identify opportunities and prepare sales/service tactics to address these to meet the needs of the business across all products and services. • Ensure strong team and business communication is developed to make sure everyone understands the business goals for the North Island and Ravensdown overall. • Ensure that the team are aware of the profitability of customers to the business and ensure service protocols are implemented as appropriate. • Monitor performance of sales against plan and manage variances constructively with the Field team.

	• Provide professional and inspirational support to the team and provide clear messages, pragmatic tactics and appropriate initiatives to ensure targets are met and team is supported. • Develop a service enhancement culture whereby complaints and compliments are acknowledged and dealt with appropriately. • Monitor economic and competitor development across the North Island to understand the opposition and potential new entrants. • Review and allocate resources appropriately across the North Island to ensure sales targets are achieved efficiently and within budget allocation. • Ensure understanding and processes are in place to review credit risk management including customer credit applications, debt management and managing financial risk.
Customer Relationship Management	• Shareholder relationships are nurtured to ensure that they view Ravensdown as their preferred business solutions partner and have respect and trust in their cooperative. • Build strong commercial relationships with key stakeholders related to the agricultural industry, including regulatory agents, iwi companies, key decision makers and influencers in the region. • Build and maintain strong internal relationships to ensure commercial and market information flows freely within the organisation. • Develop and enhance relationships with local and rural community groups to realise the companies' social responsibilities and expectations. • Take a leading role in negotiation on trading terms for key customer and management of difficult or complex issues. • Tailor communications and approach to each customer, showing they are valued and respected for their individual needs and preferences. • Effectively manage the market intelligence of key customers to ensure full understanding of their needs, strategy, structure and who the key decision makers are.
Business Development	• Take an active role, promoting technological enhancements of work processes and systems. • Work with peers to identify opportunities to develop new options to ensure we contribute to the reduction of farm environmental impacts and at the same time optimise the value from the land. • Understand the company commitment to being a commercially viable contributor to NZ Inc. and takes actions to enhance the rural reputation and contribution.
Monitoring Performance	• Establish clear metrics and key performance indicators aligned with the company's goals and objectives, such as sales revenue, customer acquisition, conversion rates and customer satisfaction. • Collect and analyse data on sales performance to gain insights into how the sales team is performing and identify areas for improvement. • Monitor performance of sales against plan and manage variances constructively within your team. • Develop and support performance across the North Island Sales team, with a strong focus on leadership and coaching.



7. Knowledge, Skills, and Experience

Essential

- Successful sales experience (10+ years).
- Proven experience leading a high performing team.
- Extensive people and team leadership attributes.
- Strong relationship building skills – both internally and externally.
- Commercially astute, having a deep understanding of business principles and practice.

Desirable

- Bachelor's degree in an agricultural or business discipline.
- Proficient in learning and navigating multiple systems
- A working understanding of agricultural systems and farm inputs.



8. Core Values



We take responsibility to keep doing things smarter so we can deliver more for the co-operative and ourselves.

Whakatauki:

Ehara taku toa i te toa takitahi, engari he toa takitini. My success is not that of an individual, but that of the many.

(Paterangi of Ngāti Kahungunu)



We are committed to inter-generational stewardship of the land and water. We work with purpose and pride, with safety and wellbeing front of mind.

Whakatauki:

Manaaki whenua, manaaki tāngata, haere whakamua. If we care for the land, if we care for the people, we will take care of the future.



We build trusted partnerships through real connections with each other and our customers.

Whakatauki:

Whiria te tāngata. Weaving the people together.

Our Process



OUTREACH AND ADVERTISING | Applications close 12 October 2025

Potential candidates identified through targeted search; applications reviewed and responded to.



APPLICANT SCREENING | Mid October

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 | Mid to Late October

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 | Mid to Late October

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 | Early November

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 | Early to Mid November

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.

Sales Manager, North Island | Shape the Next Evolution

- Lead an experienced primary sector sales team
- Shape a modern customer-partnership culture
- North Island based, with flexibility on location

Lead the next evolution of a major North Island sales operation and help reshape how Ravensdown partners with New Zealand farmers.

This Sales Manager Opportunity

Ravensdown is looking for an accomplished people and sales leader to lead its North Island field sales operation. This is a broad, influential role with the mandate to lift capability, grow market share and build a more connected, commercially confident approach to serving farmers.

The opportunity is bigger than selling fertiliser. Ravensdown wants to deepen its role as a trusted partner: understanding each farming business over time, creating space for wider conversations about farm performance and inputs, and connecting customers with the right expertise, advice, products and services across the cooperative.

Your Impact | People, Growth and Customer Partnership

Reporting to the Head of Sales, you will lead an experienced team of Territory Managers, Agronomists and Sales Development Leads across the island. You will set a clear direction, coach leaders and field teams, build accountability and bring people with you as the sales culture continues to evolve.

In doing this you will:

- Build a high-performing, engaged sales culture through clear expectations, regular coaching and strong accountability.
- Shift customer conversations from individual transactions to long-term, whole-farm partnerships that create value for farmers and Ravensdown.
- Translate strategy and market insight into practical North Island plans that focus resources and grow volume, market share and sustainable commercial performance.
- Strengthen sales capability, including commercial acumen, disciplined use of CRM and digital tools, and confidence across Ravensdown's wider product and service offering.
- Work across the business and with rural stakeholders to deliver a joined-up customer experience, build influential relationships and keep safety and wellbeing central to how the team operates.

About you | Primary Sector Credibility and Leadership

You will be a credible, energetic leader who understands the realities of New Zealand farming and knows how to turn strategy into action through others. You may come from farm inputs, dairy, meat,

rural services or another part of the primary sector. What matters is your ability to connect with farmers, lead an established team through change and build a modern, consultative sales culture.

You will bring:

- Substantial sales experience, with a track record of leading and developing high-performing teams.
- Genuine primary sector knowledge, networks and credibility with farming customers and stakeholders.
- A coaching-led leadership style that creates clarity, trust and accountability while building capability and supporting new ways of working.
- Strong commercial judgement and an understanding of the relationship between customer value, volume, margin and profitability.
- The confidence to challenge constructively, make sound decisions and collaborate across a complex organisation, together with a forward-looking mindset and the ambition to grow.

Why Ravensdown? Why Now?

Ravensdown is a farmer-owned cooperative with an important role in New Zealand's primary sector. Its purpose is to enable smarter farming for a better New Zealand, supporting customers with nutrients, agronomy, environmental services, spreading and digital tools.

For the right person, this is a career-defining opportunity: the scale and profile to make a visible impact, an experienced team to lead, and real scope to shape how one of New Zealand's major rural businesses serves the next generation of farmers.

If you are a proven sales and people leader with strong primary sector credibility – and you are motivated by the opportunity to build capability, grow a market and change the nature of customer partnerships - we want to hear from you.

How to apply

For a copy of the position description and to apply, visit the Decipher Group website on <https://deciphergroup.co.nz/job-opportunities/sales-manager-north-island/>

To discover more about Ravensdown, visit www.ravensdown.co.nz

For a confidential discussion about the role; make a time to speak to Leanne Crozier by txt 021 245 2224 or email leanne@deciphergroup.co.nz

Applications close: Monday 12th October 2026

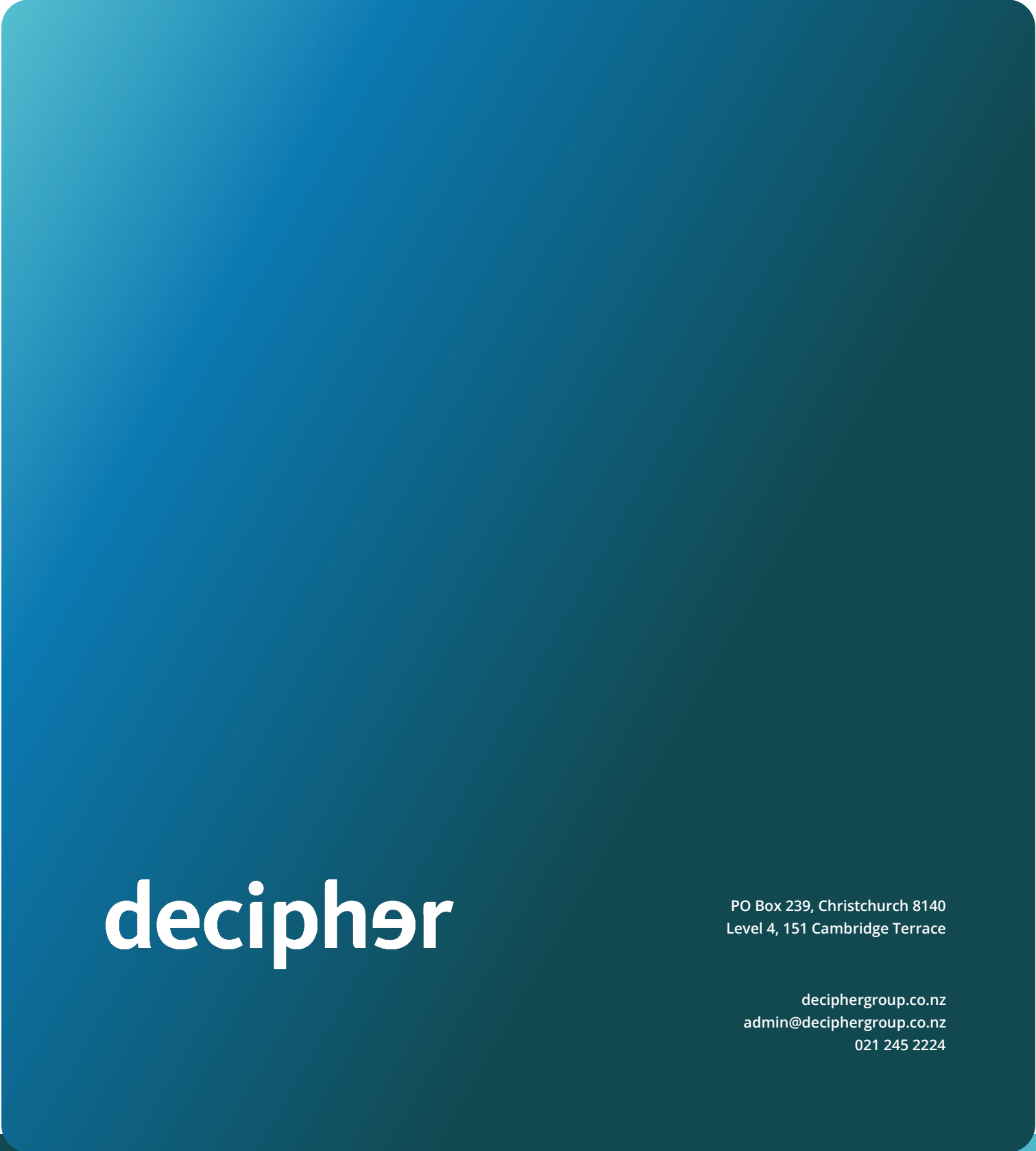


Please do not email us your CV and Cover Letter. Please use the *Apply Now* link on our website.

Our Diversity, Equity and Inclusion Statement

Decipher Group cares 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.



deciphər

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

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