

Position Description

General Manager – Agri Services

Putake – Our Purpose and Reason for being:

To deliver innovative, practical and sustainable agricultural and industrial service solutions.

Our Values – what we stand for:

Kaitiakitanga / Guardianship - We understand and respect our position as guardians of the earth's natural resources, sustainability is top of mind in all that we do

He tāngata! He tāngata! He tāngata! / It's the people, it's the people, it's the people - The answer part of the proverb that asks "What is the most important thing?" It's the people, it's the people, it's the people. We care for, respect and value one another, we seek to create an environment that is safe, positive and progressive

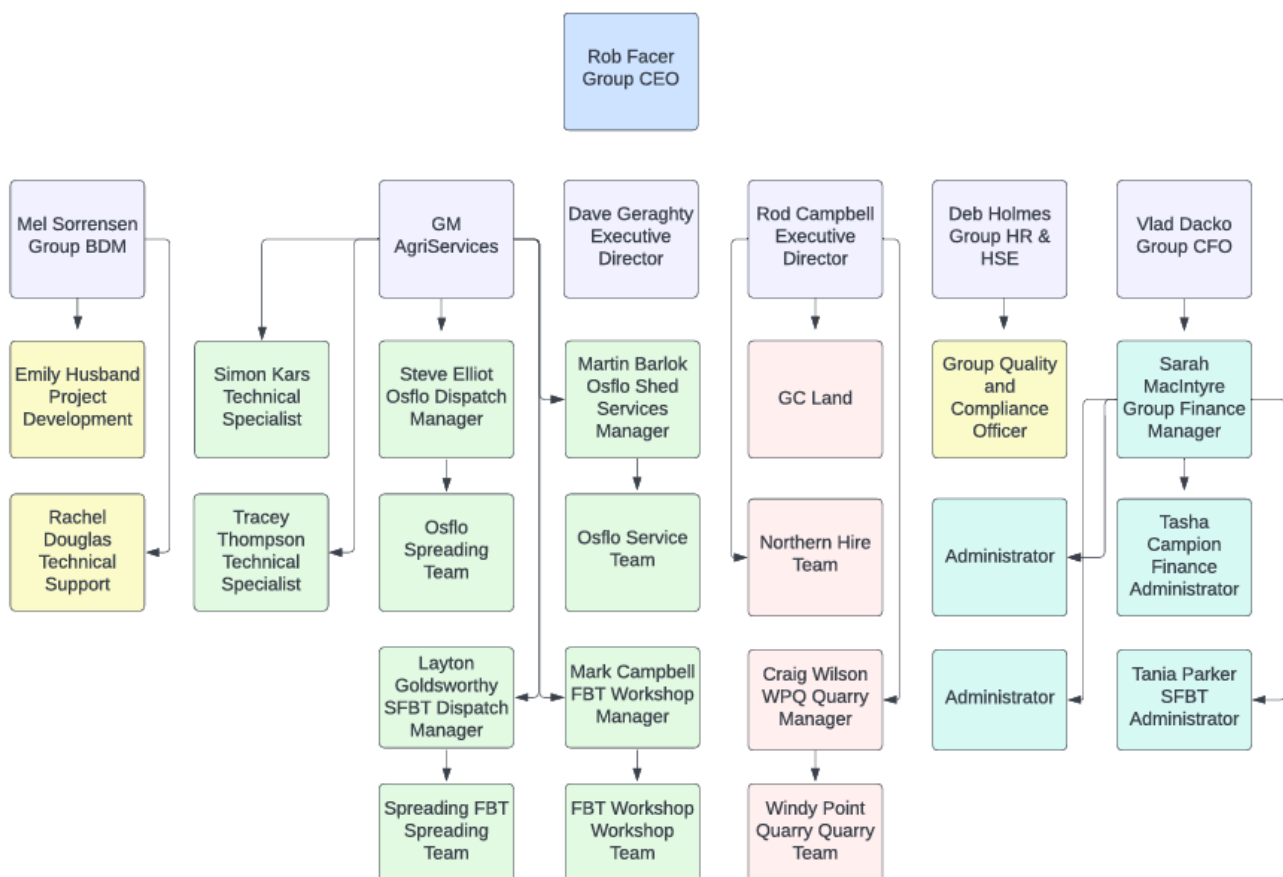
Whakawhanake / Professional - We are professional, ethical and reliable, we strive to continuously improve and be innovative

About the Role

The General Manager – Agri Services leads all aspects of the AgriServices division which include Osflo and FBT business units, ensuring efficient operations, delivery of high-quality client services, and achievement of all operational, financial, and strategic targets. As part of the wider GC Group, the position aligns divisional activities with group-wide initiatives while driving a strong culture of safety, compliance, and continuous improvement to achieve outstanding commercial and service outcomes

Organisation Structure

GC Group and Divisions
Organisation Chart



Key Focus Areas

1. **Strategy** - Actively contribute to the development of divisional strategy, be accountable for implementing and overseeing the agreed strategic plan with their teams and take a whole of business approach to their role.
2. **Operational Oversight** - Full responsibility and accountability for all divisional assets, people and resources within AgriServices. This includes oversight of inventory management, fleet and asset utilisation, workforce productivity and operational systems. The role also ensures visibility and effectiveness of the sales & inventory pipeline, integrating operational planning with sales forecasting to optimise delivery, service quality and commercial performance.
3. **Commercial** - Work with the Group Leadership team to develop appropriate divisional revenue, operational and capex budgets in line with the strategic plan, be accountable for the delivery of the agreed targets, including gross revenue, gross margin, expense management, capex and overall profitability.
4. **Continuous Improvement** - Work with the Group CEO (and others as appropriate) to focus on continuous improvement through review of systems and processes to drive efficiency and achieve best practice. This includes active oversight of the Groups Integrated Management System (IMS).
5. **Customer Relationships / Growth** - Establish, develop, and maintain business relationships with current and prospective customers, to ensure the groups-market share is enhanced while actively promoting the vision and values of the Group.
6. **Health, Safety & Environment** - Ensure compliance with all regulations and Board expectations regarding health, safety and environmental compliance, in particular the Health & Safety at Work Act 2015 legislation.
7. **Company Values** - Represent the GC Group in a professional and ethical manner, maintaining a focus on health and safety, compliance, sustainability, customer satisfaction and profitability

Key Behaviours & Outcomes

Leadership

- Lead by example – always demonstrate the values of the Group.
- Provide a clear direction and priorities for the sales and operational teams.
- Maintain regular and effective communication with the senior management team and direct reports to ensure clear understanding of all aspects of the Group's business.
- Provide strategic leadership to Sales and Marketing division to ensure alignment with group growth objectives, customer engagement goals and branding positioning.
- Support and guide team members, coach and mentor where required.

Strategy / Business Planning

- Set and execute operational strategy and longer-term divisional goals with the CEO and leadership team.
- Review and monitor operational performance against strategic and financial targets.
- Collaborate with Sales and Marketing team to ensure planning and analysis aligns with customer needs and growth objectives.
- Maintain strong external relationships develop stakeholder engagement.

Systems and Processes – Internal and External

- Promote, manage, maintain, and improve systems and processes to support operational and compliance objectives.
- Ensure application and continual improvement of the Group's Integrated Management System (IMS), aligned with ISO 9001, 14001, and 45001 standards.
- Ensure all AgriServices teams, including Sales and Marketing align with the IMS framework.
- Deliver on agreed operational and business development projects.
- Monitor and review team and individual performance.
- Oversee Sales and Marketing initiatives and assess their effectiveness.
- Ensure professional development and training are delivered across all functions.
- Oversee asset management and maintenance planning.

Financial Management

- Lead the financial performance of the division, ensuring revenue, margin, and cost targets are achieved.
- Monitor divisional performance against budget and proactively implement corrective actions where necessary.
- Manage debtors and credit risks in a timely manner to support cashflow performance.
- Ensure capital expenditure is delivered within agreed plans and generates expected value.
- Collaborate with the leadership team to drive financial accountability across teams and deliver agreed commercial outcomes.

Health & Safety, Quality and Environmental (HSQE)

- Ensure managers and team leaders are trained to lead HSQE compliance.
- Champion continuous improvement in HSQE practices and reporting.
- Ensure all regulatory and company HSQE obligations are met.

Other

- Perform additional duties as required by the CEO or Board.
- Maintain all required licences, registrations and qualifications.

Personal Attributes:

- Leadership – Inspire and direct teams effectively.
- Decision Making – Confident and timely decision-maker.
- Organisation – Capable of managing multiple priorities.
- Problem-Solving – Effective at resolving operational issues.
- Communication – Clear, respectful communicator.
- Financial - Strong financial literacy and budgeting skills.
- Adaptability – Responsive to changing business environments.
- Customer Focus - Committed to quality service.

Preferred Qualifications / Experience:

- Bachelor's Degree - A qualification in agriculture, business management, or related field
- Industry Experience: Proven experience in agricultural services or a similar operational role, ideally within a spreading or logistics company.
- Leadership Experience: Strong background in leading teams and managing day-to-day operations.
- Financial Management: Experience with budgeting, cost control, and financial analysis.
- Operational Expertise: In-depth knowledge of fleet management, safety regulations, and logistics.
- Customer Relations: Experience in building and maintaining relationships with clients and stakeholders.

Position KPIs (as agreed with the CEO):

Financial Performance

- Revenue growth and profitability.
- Budget adherence and cost management.
- EBITDA margin improvement.

Operational Efficiency

- Fleet utilisation and downtime.
- On-time job completion.
- Reduction in operational costs (fuel, maintenance, etc).

Sales and Marketing Oversight

- Sales target achievement and client acquisition.
- Market share growth.
- Campaign performance (ROI, engagement).
- Strategic customer and product alignment.

Customer Satisfaction

- Retention rates.
- Satisfaction survey results.
- Growth in average customer spend.

Health & Safety

- Compliance with Health and Safety at Work Act 2015.
- Event reporting and investigation.
- Staff training and audit results.

Team Performance

- Productivity and engagement.
- Staff retention.
- Training participation.

Innovation and Improvement

- Implementation of new systems / processes.
- Gains in efficiency and service quality.
- Environmental impact improvements.