



POSITION DESCRIPTION

Job Title: Grower Services Manager

Department: Grower Services

Location: Seeka360

Reports to: GM Grower Relations

ROLE OBJECTIVE

The Grower Services Manager is responsible for leading Seeka's grower services function and ensuring Seeka builds strong, long-term relationships with its grower base.

The role combines people leadership, grower engagement, commercial thinking and industry knowledge. The Manager will lead the Grower Services team; ensure growers receive a consistently high level of service and play a key role in retaining and growing Seeka's supply.

KEY RESPONSIBILITY: LEADERSHIP of GROWER SERVICES

Duties

- Lead, coach and develop the Grower Services team to deliver a consistent and professional service to growers.
- Establish clear expectations, accountability and performance measures for the team.
- Ensure Client Relationship Managers have the tools, information and support required to effectively manage their grower relationships.
- Develop capability within the team through coaching, mentoring and targeted development.
- Ensure effective communication and collaboration across regions and sites.
- Build a culture that is commercially aware, customer focused and aligned with Seeka's values.
- Ensure succession and capability plans are in place for key roles within Grower Services.

Key Measurables

- HR practices are followed
- Team performance is proactively managed

KEY RESPONSIBILITY: RELATIONSHIP MANAGEMENT

Duties

- Develop and maintain strong relationships with Seeka growers, grower groups and key industry stakeholders.
- Ensure Seeka's grower proposition is clearly understood and consistently delivered.
- Lead strategies to retain existing growers and identify opportunities to attract new growers and increase supply.
- Understand the commercial drivers influencing growers' packing and post-harvest decisions.
- Monitor competitor activity and market positioning and ensure Seeka responds effectively.
- Ensure grower feedback is understood and translated into practical actions across the business.
- Maintain strong relationships with key grower groups, industry organisations and other stakeholders.
- Identify emerging issues that could affect grower confidence, supply or Seeka's reputation.

Key Measurables

- Grower retention of 95% of supplying hectares to Seeka
- Quality and timeliness of supplying grower issues
- Grower relationship succession plan developed and maintained

KEY RESPONSIBILITY: CLIENT RELATIONSHIP MANAGEMENT

Duties

- Manage a portfolio of key strategic grower relationships.
- Conduct regular orchard visits to maintain alignment with grower needs and Seeka standards.
- Provide technical guidance on orchard performance, crop quality, and harvest readiness.
- Identify opportunities to enhance grower value and uptake of Seeka services.
- Ensure contractual obligations, service delivery, and payment processes are completed accurately.
- Represent Seeka at grower events, field days, and industry engagements.

Key Measurables

- Grower retention
- Growth in supply from existing growers
- Quality and timeliness of communication
- Proactive resolution of grower issues

KEY RESPONSIBILITY: COMMERCIAL LEADERSHIP**Duties**

- Work with the Head of Business Development to ensure business development and grower relationship / retention strategies are aligned and monitored for effectiveness.
- Work closely with the Head of Business Development, Post Harvest and Orchard Management to ensure Seeka's grower proposition is competitive.
- Use grower, industry and commercial information to identify opportunities and risks.
- Contribute to decisions relating to grower pricing, incentives, contracts, services and other initiatives affecting grower supply.
- Ensure commercial opportunities are pursued in a disciplined and sustainable manner.

Key Measurables

- Supply growth and retention
- Effectiveness of grower acquisition initiatives
- Understanding and management of competitive threats
- Contribution to Seeka's overall commercial performance

TECHNICAL KNOWLEDGE and EXPERIENCE REQUIRED

- Proven experience in client relationship management and team management, preferably in the horticulture or agricultural sector
- Strong knowledge of the kiwifruit industry and its supply chain (orchard to market)
- Excellent interpersonal, negotiation, and communication skills
- Ability to manage multiple priorities and deliver under pressure
- Full and clean New Zealand driver's license

PERSONAL ATTRIBUTES

- **Relationship Building:** Ability to establish trust and credibility with diverse stakeholders
- **Leadership:** Demonstrates the ability to inspire, and influence others toward achieving goals. Takes initiative, makes informed decisions, and fosters a positive and collaborative work environment. Leads by example, showing integrity, accountability, and adaptability while effectively managing challenges and driving continuous improvement.
- **Problem-Solving:** Skilled in identifying issues and implementing practical, client-focused solutions
- **Strategic Thinking:** Capability to align client objectives with company goals
- **Adaptability:** Flexibility to work in a dynamic, seasonal industry
- **Attention to Detail:** Ensures accuracy in reporting and compliance

SIGNED IN AGREEMENT

By signing this document, I have read, and agree to the requirements of the role as outlined in the position description above.

_____ Date:

Signed in agreement by the employee

_____ Date:

Signed on behalf of Seeka Limited