

POSITION DESCRIPTION



Position Title	Account Manager – Independent Retail & Content
Career Level	3
Location	North Sydney
Position Type	Full Time
Business Unit	Marketing & Insights
Reports To	National Business Development Manager
No. of Direct Reports	0
Date:	July 2024

About MLA

MLA works in partnership with the red meat industry and the Australian Government to deliver marketing, research and development products and services to cattle, sheep and goat producers. Our core purpose is to deliver world leading outcomes that fuel global competitiveness, sustainability and producer profitability.

Our values:

- Integrity at heart - We are unwavering in our commitment to our stakeholders.
- Stronger together - We embrace diversity and collaborate to deliver impact.
- Future focused - We strive to continuously improve and push boundaries towards a better future.

Position Purpose

The Account Manager – Independent Retail & Content is responsible for how our brands are presented to consumers, shoppers and diners; as well as collaborating with Independent Australian retailers to enable implementation of insight-led category and shopper initiatives that deliver sustained growth for beef and lamb across fresh meat.

Key Accountabilities

- Work closely with the National Business Development Manager in building and maintaining strong retailer relationships with Aldi, Metcash, Costco and Drakes and developing customer plans that deliver growth for red meat.
- Establish and maintain effective relationships with key influencers across the retail sector including management of the day-to-day relationships, and program delivery with independent retail accounts
- Develop compelling key account-specific plans and activation calendars including tailored shopper/diner marketing solutions (incl. POS) in collaboration with customers, that translate strategic shopper/ diner opportunities and insights into activations at the point of purchase.

- Lead monthly retail customer meetings, bringing insights that identify areas of joint leverage, alignment of activities and management through to execution
- Collaborate with the Account Manager – National Retail & Butcher in the development of shopper assets to ensure brand alignment across accounts; as well as measurable and positive impact on beef and lamb sales
- Project management of content and activation opportunities from brief to implementation and evaluation, with a focus on finding synergies across channels to drive enhanced impact and ROI of our production assets.
- Collaborate with the Brand Content Manager in the management of an updated and live centralised Content Management system for the Domestic Market ensuring synergies and efficiencies in content creation are identified and realised.
- Utilise and keep up to date the Order on Demand system to ensure access to POS and other content for use by customers.
- Co-ordinate and prepare a Quarterly Customer Update Deck (ie: seasonal asset pack) for customisation and sharing by the Business Development team to customers.
- Internal Monthly Reporting of program development, performance and budget tracking
- Evaluate programs and provide recommendations for future plans and improvements
- Establish and maintain positive working relationships with internal and external clients to manage and facilitate program delivery,
- Promote integration between the Brand and Business Development teams with shared objectives and outcomes.
- Manage budget with aligned KPIs to deliver acceptable ROI
- Comply with MLA’s policies and procedures in workplace health and safety as applicable to self, other Workers and all activities within area of responsibility and control

Major Challenges and Complexities

- Collaboration with Business Development and Brand team to develop and deliver resources to set timeframes within customer lead times and predetermined budgets.
- Implementation of effective content, activation and promotions that meet the needs of shoppers and diners within the parameters of Tier 1 Retail and Foodservice customers.
- Management and alignment of the Domestic Market Content and Activation calendar.
- Development and maintenance of KPIs to effectively measure the impact of trade content and activation activities.
- Established and maintain positive working relationships with internal and external customers and suppliers to facilitate program delivery,

Key Relationships

Internal

- General Manager – Marketing & Insights
- National Business Development Manager
- Strategic Marketing Operations Manager
- Brand Managers
- Trade Content Manager
- Market Insights Team
- Business Manager Foodservice
- Account Manager – National Retail

External	<ul style="list-style-type: none"> • Grocery retailers & their retail media agencies • Foodservice customers • Key vendors and suppliers
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Other (i.e. travel required, on call)

Domestic travel as required

Authority

The role has the authority to:

- Implement retailer promotional programs and communication plans
- Make program commitments within budgetary and strategy parameters

The position needs to seek approval from the National Business Development Manager to;

- Make changes to strategy
- Make representations to media and industry on issues related to the red meat and livestock industry as per MLA's media spokesperson policy

Essential Qualifications / Skills / Experience

- Tertiary qualifications in marketing or business
- Experience in Account Management within the Australian FMCG Retail sector
- Project management skills
- Excellent relationship management and influencing skills
- Excellent written and verbal skills
- Be a team player, driven by high standards to achieve industry goals
- Understanding of the red meat supply chain and of its commercial interests and drivers
- Demonstrated knowledge of communications processes including publications, print production, public relations, sponsorship, events organisation, media relations and internet applications
- Superior attention to detail, proof-reading and editing skills
- Knowledge of the foodservice and retail sector