

POSITION DESCRIPTION



Position Title	Business Development Manager - Genetics Services
Career Level	5
Location	North Sydney, Armidale, Brisbane
Business Unit	Research, Development and Adoption
Reports To	Group Manager – Adoption & Commercial Services
No. of Direct Reports	1 (8 total in program)
Date:	February 2025

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, for the enduring prosperity of the Australian red meat and livestock industry.

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

MLA is a co-owner of the BREEDPLAN and OVIS analytical software that underpins the genetic evaluation services for cattle, sheep and goats. MLA is also the licensee for the OVIS software used by Sheep Genetics program for the commercial delivery of the genetic evaluation service for the Australian sheep and goat industries. The objective of MLA's interest in genetic evaluation services and associated software is to increase the rate of genetic improvement through the adoption and utilisation of Australian Sheep Breeding Values (ASBVs) for the national sheep flock through LAMBPLAN and MERINOSELECT, or through Estimated Breeding Values for cattle through BREEDPLAN. Through MLA's research investments in new genetic and genomic technologies, there is also a need to drive commercial success of these tools for the purposes of improving productivity of the red meat sector.

The Business Development Manager is responsible for the overall performance of the genetics commercial services within MLA's interest. This includes the success and profitability of the Sheep Genetics program, MLA's interests in commercial genetic evaluation services for cattle, including BREEDPLAN, and tools such as genomics, through implementing appropriate strategies, business models and commercial delivery pipelines. This requires leadership in increasing the awareness, adoption and utilisation of the benefits of current and future genetic technologies by seedstock breeders and the broader Australian red meat industry. This leadership role also entails oversight of

MLA's interest in the delivery of the genetic evaluations for the livestock industries including the ongoing improvement of the delivery models to have the most effective industry impact. Associated with ongoing improvement is the ability to ensure MLA has a RD&A strategy that ensure relevant investments are being made that will deliver commercial impact.

More specifically, the Business Development Manager has accountability to:

- Operate the Sheep Genetics program on commercial terms, including implementing necessary business models that result in a profitable operation
- Maximise the adoption of Sheep Genetics services by seedstock and commercial producers
- Ensure the Sheep Genetics program is incorporating the most current R & D into commercial genetic services
- Oversee the delivery of beef, sheep and goat genetic evaluations in accordance with the analytical software licences and manage the governance processes for these services.
- Develop or enhance commercial business plans for existing and emerging genetics tools and technologies to support the greatest industry impact and to create additional revenue within the overall objectives of MLA.
- Develop and implement short and long term plans to continuously improve the delivery of the programs, systems and services
- Provide a leadership role in the prioritisation, review and selection process for livestock genetics research projects that align with industry priorities and contribute to increased rates of genetics gain
- Ensure that the program is appropriately organised and resourced to enable it to achieve the approved strategy and outcomes
- Develop annual budgets in accordance with industry funding agreements and manage the operations of the program with sound financial controls and in line with the approved budget
- Communicate to the MLA Management team and where required on behalf of MLA to levy payers, employees, government authorities and other stakeholders.
- Assess the principal risks of the program operation and ensure that the risks are monitored and managed within risk tolerance limits set by the MLA board
- Ensure all activities comply with all legal, corporate and ethical standards.
- Demonstrate leadership in establishing and maintaining a high performing engaged team and fostering a values-based team culture.
- Undertake effective measures to foster a culture that prioritises health and safety and ensure compliance with MLA Group's policies and procedures in workplace health and safety as applicable to self, other Workers and all activities within area of responsibility and control. This includes, but is not limited to:
 - Provide information, instruction, training and supervision to workers
 - Undertake risk assessments, design and implement control measures to reduce risks
 - Ensure application of appropriate risk control measures
 - Ensure all hazards, incidents and near misses are reported

Major Challenges and Complexities

- Creating a shift in business and revenue models to move away from a reliance on industry levy funding within a Research and Development Corporation framework

- Managing expectations of multiple stakeholders in relation to the performance and delivery of the sheep, cattle and goat genetic evaluation service and associated business models.
 - Integrate information from complex database systems to improve producer feedback and profitability
 - Ability to lead, influence and participate in program and systems changes
 - Building and maintaining strong relationships with multiple internal and external stakeholders to achieve effective outcomes
 - Working effectively across the RDA portfolio along with the collective program management team, to ensure leverage across various RD&A investments
 - Ability to analyse complex information and translate it into practical messages for industry
 - Communicating and engaging with stakeholders to drive practice change
- Working across and with multiple RD&E and marketing business units within MLA.

Key Relationships

Internal	MLA Leadership Team (MLT) and Managing Director; MLA board, Research, Development & Adoption General Manager, Sheep Genetics program staff, Livestock Genetics Research project managers, Producer Adoption program staff
External	Analytical Software Co-Owners, AGBU, collaborating R&D providers, Industry service providers, Associated industry organisations, Government, Technical Committee, Advisory Committees, Seedstock breeders

Other (i.e. travel required, on call)

Regular domestic travel will be required. Possible international travel may be required as part of business development.

Authority

What does the person have the authority to do?

- Initiate external communications reflecting MLA activities and policies through agreed channels and media
- Initiate discussion and negotiate with RD&E providers.
- Approval of activity and budgets

What does the person need to seek approval for?

- Initiation of significant new programs or variations to annual work plan
- Communication on subject matter outside MLA's usual mandate
- Capital Plan
- Annual Operating Budget
- Corporate Plan
- Developing policies and procedures
- Recruitment of human resources
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy.

Core Competencies

- Demonstrated experience and success of operating commercial service delivery businesses
- Demonstrated experience of increasing profitability of a service business
- Knowledge and experience in the application of technology and research throughout supply chains in agricultural industries.

- Preferable to have knowledge of the priorities and issues affecting red meat producers and processors and understanding of key drivers of profitability and sustainability of on-farm red meat production in Australia
- Understanding of data management and role of databases within a service business
- Drives, develops and executes strategy
- Planning
- Technical skills
- Financial acumen,
- Regulatory and safety compliance
- Creates a collaborative and engaging working environment
- Delegating and directing
- People management – creates a high performance team
- Rewards and motivates
- Flexible and adaptive to change
- Delivers results for levy payers and stakeholders
- Builds and uses their knowledge to identify risks and opportunities
- Actively seeks and encourages open feedback