

# POSITION DESCRIPTION



<b>Position Title</b>	Business Development Manager – The Philippines
<b>Career Level</b>	4
<b>Location</b>	Manila
<b>Position Type</b>	Full time, Ongoing
<b>Business Unit</b>	International Markets
<b>Reports To</b>	Regional Manager – Southeast Asia
<b>No. of Direct Reports</b>	0
<b>Date:</b>	September 2025

## About MLA

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

What is important to us is **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

- To support MLA Southeast Asia in delivering Red Meat 2030 priorities. Including the development and implementation of strategies that deliver market knowledge and build market capability to grow demand for Australian red meat and livestock in The Philippines

## Key Accountabilities

- Utilise market insights to develop and implement business development and marketing strategies for Australian red meat in The Philippines market.
  - Develop and deliver targeted trade and retail programs with key accounts and implementing brand building strategies with the MLA Aussie Beef and Lamb Brand where appropriate.
  - Develop and deliver targeted food service programs with wholesalers or large chains, utilising MLA Aussie Beef and Lamb brand where appropriate.
- Improve preference for and brand equity in Australian beef, lamb, and goatmeat products by driving knowledge of and inspiration for adopting beef, lamb, and goatmeat products from Australia in the retail and foodservice channels.

- Foster a network of industry and government relationships to collect and share market intelligence, market trends and determine regional priorities.
- Ensure all projects comply with legal, corporate and ethical standards and are in line with the MLA Anti Bribery and Corruption Policy.
- Maintain records of all activities; evaluate and measure the effectiveness of all programs; ensure budgets are delivered on time and within budget guidelines; provide timely written reports of progress against plans with respect to budgets and market developments.
- Contribute to the collaborative team of engaged and high performing employees and consultants and foster a culture aligned with MLA's vision, mission and values
- Support Regional Manager and other MLA managers to communicate with Peak Councils, levy payers, and other relevant stakeholders so as they are well informed about the market and are supportive of MLA activities in the region.
- Provide well researched and written briefs and/or stories for MLA publications including newsletters, Industry updates, market briefs and market snapshots
- 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

### Challenges:

- Working with different cultures and business approaches across the region
- Maintaining effective relationships with multiple external stakeholders.
- Understanding complexities of the market access challenges in the region.
- Effective project management.
- Maintaining focus and driving outcomes while working remotely without direct oversight

### Complexities:

- Complex, immature, and fragmented business environment in The Philippines
- Analysis of complex, subtle and sometimes ambiguous situations to provide leadership
- The ability to drive change when working with commercial companies and sometimes conflicting priorities

## Key Relationships

<b>Internal</b>	Regional Manager - SEA Business Development Managers MLA personnel in Southeast Asia Other international market employees
<b>External</b>	Local importers and distributors Local Retailers and Foodservice Customers Overseas Government bodies Australian government officials AMPC / AMIC / LiveCorp / ALEC Australian Exporters (boxed and live) Peak Industry Council executives

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

- Focus on Metro Manila, occasional travel within The Philippines

- Infrequent travel to other Southeast Asia region, Australia

### Authority

#### What does the person have the authority to do?

- Make representations on behalf of MLA at industry events
- Complete training
- Identify, organise and implement marketing plans
- Manage regional travel and associated expenses

#### What does the person need to seek approval for?

- Funding of all marketing and market access activities
- Expense claims
- International travel
- Anything they are unsure of

### Essential Qualifications / Skills / Experience / Competencies

- A bachelor's degree but no requirement on concentration.
- Experienced in project management and trade marketing.
- Sound practical knowledge of meat industry in The Philippines.
- Knowledge of the Australian meat and livestock industry.
- Proficiency in Filipino language(s) and English

#### Skills or Abilities:

- Strong ability to operate independently with minimal supervision, self-managing priorities and challenges to achieve outcomes and meet KPI's.
- Sound project management and analysis skills; attention to detail and accuracy
- Sound report writing and oral presentation skills.
- Well-developed computer skills, particularly use of MS Word, Excel, PowerPoint, Outlook.
- Capacity and willingness to spend significant time in the field away from home.

#### Experience

- At least eight year's industry experience in a similar role or field.
- Proven history of successful team work and excellent interpersonal skills
- Demonstrated cultural sensitivity and experience.
- History or demonstration of successfully dealing and/or negotiating with international stakeholders – industry & government
- Demonstrated accountability in the areas of reporting and communication in relation to key project milestones and KPI's.
- Experience working with industry participants (at all levels) and/or regulators to achieve understanding and adoption of industry/government strategies