

# POSITION DESCRIPTION



<b>Position Title</b>	Country Manager – United Kingdom
<b>Career Level</b>	5
<b>Location</b>	London, UK
<b>Position Type</b>	Full Time – Permanent
<b>Business Unit</b>	International Markets
<b>Reports To</b>	Regional Manager – Europe, Middle East & Africa (EMEA)
<b>No. of Direct Reports</b>	1
<b>Date:</b>	August 2024

## About MLA

Meat & Livestock Australia Ltd (MLA) is a not-for-profit company that strives to be the recognized leader in delivering world-class research, development and marketing outcomes that benefit Australian cattle, sheep and goat producers.

Working in collaboration with the Australian Government and wider red meat industry, MLA's mission is to deliver value to Australian levy payers by investing in initiatives that contribute to producer profitability, sustainability and global competitiveness.

## Position Purpose

- To assist the Regional Manager - Europe, Middle East & Africa (EMEA) to develop and implement market access and marketing strategies that grow demand for Australian beef and sheepmeat in the UK market.
- Manage and oversee the day-to-day operations and running of the MLA London office including ensuring appropriate governance, finance and risk management adherence

## Key Accountabilities

- In consultation with key industry stakeholders, and in line with Red Meat 2030 goals, MLA's strategic plan and international marketing strategy, develop and implement a plan targeting key trade, foodservice and retail accounts for Australian red meat.
- Develop comprehensive and customer focussed business development and promotional programs which improve customer knowledge and perceptions of Australian red meat in the UK by (1) making representations to the trade about our quality/specifications, provenance/systems, and relevant insights; and (2) developing and providing marketing/ promotional activities to assist supply chains effectively target end-user accounts.

- Manage the effective development and delivery of ‘Brand Australia’ promotional assets including website, social media and food PR to promote improved perceptions of Australian beef and lamb to consumers and the food industry.
- Assist in providing information on market trends and issues to industry and MLA analysts and communications staff.
- Technical Support – provide technical support and structured training programs to specific end user accounts that enhance the reputation of the Australian meat industry whilst improving display of product and range at retail, foodservice and importer level.
- Evaluate and measure the effectiveness of business development programs; identifying barriers and issues; collect relevant information on meat industry issues; provide timely written reports of progress against plans with respect to budgets and market outcomes.
- Support the execution of MLA’s technical and economic market access activities across the region
- Support in-market activations, trainings, event attendance etc as directed to the broader EU and EMEA region.
- Lead the Business Development Manager – UK, facilitating good collaboration with other team members to ensure a high performing, values driven team
- Contribute to the collaborative MLA team effort and ensure conduct is aligned to the international team’s culture (restless & respectful) and MLA’s vision, mission and values
- Undertake effective measures to ensure compliance 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. This includes, but is not limited to:
  - Responsible for contributing to the overall management and objectives of the UK office.
  - 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

#### Challenges:

- Evolving the dynamic market development program differentiating and defending Australia’s position in the market.
- Achieving key performance targets.
- Effective management of marketing plans and budgets.

#### Complexities:

- Defensive local industry.
- Several well organised competitors.
- Managing a variety of stakeholders.
- Contributing to the development of team member

### Key Relationships

<b>Internal</b>	General Manager - IMK, Regional Manager – EMEA, Group Manager - IMK, Global Brand Manager, Europe market analyst, Global Trade and Market Access Manager, Business Development and Corporate Services EMEA.
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<b>External</b>	Australian exporters, importers, distributors, retailers, foodservice establishments, media, influential chefs, service providers. High Commission Federal Government agencies and departments and State Government offices (London)
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<b>Other (i.e. travel required, on call)</b>
Timezone and customer facing function requires meetings outside business hours. UK domestic travel, occasional intra-regional travel (EMEA) and Australian travel when directed

<b>Authority</b>
<b>What does the person have the authority to do?</b> <ul style="list-style-type: none"><li>• Make representations on behalf of MLA at events</li><li>• Identify, develop and implement marketing strategies and tactical activations</li><li>• Funding of activities up to the value of AUD\$50,000</li></ul> <b>What does the person need to seek approval for?</b> <ul style="list-style-type: none"><li>• Funding of activities over AUD\$50,000</li><li>• Expense claims</li><li>• International travel</li><li>• Anything they are unsure of</li></ul>

<b>Essential Qualifications / Skills / Experience / Competencies</b>
<ul style="list-style-type: none"><li>• Strong food &amp; beverage industry background</li><li>• Deep commercial knowledge of Australian red meat supply chain, including international sales experience</li><li>• High practical knowledge of the product; including packaging, shelf life, food safety, industry systems, and in-depth knowledge of beef and lamb cuts (AUSMEAT non-packer exporter course or similar desirable)</li><li>• Strong existing network amongst Australian red meat exporters</li><li>• International account/client management experience (retail and foodservice)</li><li>• Brand development, consumer and trade marketing experience, including development of digital and social media assets</li><li>• Right of abode in UK is desirable</li></ul> <b>Skills/ Abilities</b> <ul style="list-style-type: none"><li>• Excellent communication and presentation skills</li><li>• Business Administration – including strategy planning, budget management, project reporting</li><li>• Passion, creativity and energy</li><li>• Extremely strong relationship management skills</li></ul>