

POSITION DESCRIPTION



Position Title	Events Coordinator
Career Level	3
Location	Sydney or Brisbane
Position Type	Permanent full time
Business Unit	Communications
Reports To	Group Community & Events Manager
No. of Direct Reports	0
Date:	Nov 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.

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

As a member of the MLA Events team, plan and deliver MLA hosted events that engage industry stakeholders in MLA adoption and commercialisation programs, and coordinate MLA event sponsorships and requests for MLA speakers at events.

Key Accountabilities

1. Coordination of MLA Hosted Events

In consultation with the MLA Adoption and Commercial Services group:

- Develop and manage the annual events schedule in consultation with project managers, partners, and working groups to optimise timing and efficiency.
- Support implementation of the event sponsorship program, including recruitment, coordination of sponsor displays, and reporting.
- Maintain accurate and up-to-date event details within the MLA Events Hub, including registrations and documentation.
- Lead the development and execution of event project plans, covering logistics, materials, registrations, surveys, and activation requirements.

- Act as Secretariat for adoption event working groups, managing meetings, agendas, minutes, and post-event debriefs.
- Coordinate speaker logistics including confirmation, briefing, travel, presentation preparation, and post-event follow-up.
- Produce event booklets containing program details and speaker presentations.
- Collaborate on event marketing and communications plans, including pre- and post-event content.
- Manage event budgets, ensuring delivery within allocated resources and regular reporting.
- Oversee Monitoring, Evaluation and Reporting (MER) processes, including survey management, database entry, reporting, and insights sharing.
- Prepare post-event communications to connect attendees with future opportunities and upload event content to the MLA website.

2. MLA Event Sponsorship and Speaker Requests

In support of the MLA Events team:

- Monitor the MLA events inbox, ensuring timely and professional communication and task allocation.
- Compile monthly reports on sponsorship applications and maintain documentation within the CRM.
- Coordinate speaker requests, liaising with MLA and ISC staff to identify appropriate representatives.
- Ensure post-event reports are completed for sponsored and speakers, saved in the CRM.
- Create an annual report on sponsorships and speaker engagements, saved in the Project Hub.
- Provide support for other MLA-hosted events to ensure professional representation.

3. Governance and Compliance

- Adhere to MLA's WHS policies and procedures, ensuring safety for self and others in all activities.
- Ensure events comply with MLA policies, including legal, financial, risk, and system processes.

4. Collaboration and Engagement

- Contribute to a positive and collaborative workplace culture within MLA.

Major Challenges and Complexities

- Planning and implementing multiple events at the same time, with event timing close together, and locations spread across regional and remote Australia.
- Extensive regional and remote travel will be required to attend majority of events.
- Needing to work closely with teams in different business units to implement events.
- Multiple systems and processes need to be adhered, requiring patience and understanding of CRM.

Key Relationships

Internal	Communications Business Unit Research, Development and Adoption Business Unit Corporate Services
External	Event venue and service providers, specialists for speaker roles, event sponsors, event producer working groups, event participants, producer stakeholders and Peak Industry Bodies (PIBs).

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

- Extensive regional and remote travel will be required on a fairly regular basis. Travel would likely be around 3 days, sometimes a little longer depending on the event location.
- Occasional weekend and/or after-hours travel may be required.
- Undertaking meetings and phone calls outside of regular business hours.

Authority

What does the person have the authority to do?

- Plan events – coordinating with internal and external stakeholders.

What does the person need to seek approval for?

- Budget allocation for events and any expense to be paid for by MLA.
- All aspects for the event, including location, venue, speakers, sponsors, advertising and promotion.
- Payment of all invoices and expenses paid for by MLA
- Travel bookings
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy.

Essential Qualifications / Skills / Experience / Competencies

- Strong proven record in organising events with 3 – 5 years of experience preferred.
- Tertiary qualifications in events, marketing, or communications preferred.
- Excellent oral and written communication skills combined with an ability to professionally liaise with stakeholders both internally and externally for the activation of events.
- Project planning and time management skills (contracting, administration, implementation and budgeting) with keen eye for attention to detail to deliver on time and within budget
- Professional, mature and service orientated approach to working with and supporting both internal and external stakeholders. Timely in response and management of stakeholder communications.
- Negotiation skills to manage service providers and stakeholders
- Knowledge of the red meat and livestock industry preferred, especially working with livestock producers, with an interest in research, extension and adoption.
- Familiarity with regional and remote Australia challenges of facilities, services and transport logistics.
- Ability to manage complex stakeholder environments and multiple stakeholders' requirements
- Ability to be flexible, agile and work as a team, and across teams to ensure events are successful.
- Excellent knowledge of Microsoft office software programs such as Word, Excel, Teams and Powerpoint skills.
- Microsoft Dynamics CRM preferred, with additional training provided on MLA CRM systems