

POSITION DESCRIPTION



Position Title	Group Manager – Food and Nutrition
Career Level	6
Location	Sydney
Position Type	Full Time
Business Unit	Communications
Reports To	General Manager Communications
No. of Direct Reports	0
Date:	Feb 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

To promote the health and nutrition benefits of eating Australian Red Meat (Beef, Lamb, and Goat) to health practitioners, policy makers and consumers. Addressing the health concerns that limit red meat consumption contributes to enhancing and maintaining the value of the Australian Red Meat market.

Key Accountabilities

- Develop and maintain the vision and strategy for MLA's Nutrition sub-program in response to relevant issues, including policy priorities and regulatory requirements, dietary guidelines and evidence about the role of Australian Red Meat in a sustainable diet.
- Provide thought leadership to the Red Meat Industry on matters of Human Health and Nutrition, including monitoring, interpreting, and informing stakeholders of relevant scientific evidence, public health policy and the implications for Australian Red Meat.
- Lead Nutrition communications targeting health professionals working in clinical and non-clinical settings, including nutrition education material, events and partnerships, providing practical resources for guidance on healthy eating and informing choices about Australian Red Meat.
- Conduct Nutrition research in key topic areas and communicate underpinning evidence on MLA Healthy Meals website and other relevant channels.
- Act as a spokesperson, as required, on nutrition matters for MLA with relevant media and on MLA's owned channels, ensuring that nutrition research is communicated clearly and accurately to consumers and stakeholders.
- Develop stakeholder engagement plans, including consultation and monitoring, key issues briefs, relationships with credible spokespersons, and the MLA Risk Register.

- Build professional networks and contribute to relevant industry bodies such as the IMS Human Nutrition and Health Committee, the Healthy Food Partnership Executive Committee, the FSANZ Bi-National Food Dialogue, and associate membership of the AFGC
- Partner with the Communications, Domestic Marketing, and International Marketing Teams to elevate the awareness, reach, and impact of Nutrition communications to audiences beyond health professionals, as well as providing Nutrition information support across other MLA functions
- Maximise the impact and ROI of Nutrition research and content, ensuring deliverables requirements are met and learnings applied for optimising future investments
- Build and maintain positive and collaborative working relationships with key agencies and suppliers, while ensuring financial, creative and strategic accountabilities are met
- Provide coaching, leadership, performance management and development plans for direct reports (if required)
- Ensure project expenditures are aligned to budget and Project Hub commitments
- As a Senior Leadership Team member of the Communications team:
 - Contribute to the growth of a dynamic team culture within the business unit.
 - Contribute to policies and strategies of the business unit
 - 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	
	<ul style="list-style-type: none"> • Building support from internal and external stakeholders for the Nutrition sub-program’s vision and strategy around ‘balanced meals with no food waste’ • Working across a wide range of disciplines, sectors and MLA divisions to promote the benefits of eating Australian Red Meat • Navigating the complexity of a rapidly changing Nutrition landscape, where Red Meat and health remain a popular topic of media commentary, but where the conversation is becoming less about nutrients and increasingly about the broad dimensions of sustainability and food security (e.g. socio economic cultural barriers and enablers, nutrition adequacy and non-communicable disease prevention, environmental impacts) • Increasing scrutiny and attention on industry funded research and greenwashing • Managing the complex needs of public health, government and industry stakeholders, as well as engaging health professions in clinical vs non-clinical settings • Achieving fiscal management in line with MLA corporate policies • Cultivating internal and external relationships that may be of assistance with program delivery e.g.: commercial partners

Key Relationships	
Internal	<ul style="list-style-type: none"> • General Manager Communications • Communications Team • Marketing and Insights Team • International Markets Team • Research and Development (Sustainability; Science and Innovation) • Corporate Services
External	<ul style="list-style-type: none"> • Food and Nutrition Policy Makers • Suppliers and Agency Partners (e.g. The Mix, Dietician Connection, Tonic Health, Samples Plus) • Peak Industry Bodies – Cattle Australia, ALFA, SPA, GICA, AMIC • Beef and Sheep Sustainability Frameworks • IMS (International Meat Secretariat) • Other RDCs (Hort, Dairy) • Retail Dietitians • Where relevant Retailers and Food Service via the Business Development team

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

Role will occasionally require travel to attend industry events

Authority**What does the person have the authority to do?**

- Make representation on behalf of MLA at nutrition associated events
- Management and execution of the nutrition sub-program activities as defined within the approved Project Hub documentation
- Manage allocated budgets and work within these guidelines as per approved Project Hub documentation
- Approve final creative for Nutrition communications materials
- Completion of quarterly KPI reporting in collaboration with other SLT members

What does the person need to seek General Manager approval for?

- Any new vendor, talent, or sponsorship agreements
- Agency annual scope of work
- Approval of invoices above delegation of authority limits
- Making changes to strategy
- Making changes to agreed frameworks for project hub governance and KPI reporting
- Making representations to media and industry on issues related to the red meat and livestock industry
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy

Essential Qualifications / Skills / Experience / Competencies

- Post-graduate qualifications in Nutrition and Dietetics (or equivalent)
- Post-graduate qualifications relevant to nutrition research such as PhD or Master in Public Health
- Extensive experience in a Nutrition marketing or communications environment (which includes issues management) in a managerial position
- A passion for contemporary nutrition thought and practice
- A well-developed network of contacts in the health and nutrition sector
- Experience in public speaking and handling media
- Excellent leadership skills and ability to work effectively in a collaborative team environment
- Experience with stakeholder relationship management and/or influencing and negotiation skills
- Well-developed project management skills
- Is a team player, driven by high standards to achieve industry goals