

POSITION DESCRIPTION



Position Title	Group Manager – Industry Corporate Affairs and Media
Career Level	6
Location	Sydney/Brisbane/Canberra
Position Type	Permanent
Business Unit	Communications
Reports To	General Manager – Communications
No. of Direct Reports	3
Date:	October 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

MLA's industry corporate affairs and media unit manages the implementation of a corporate public affairs program aligned with MLA's AIP and Strategic Plan, including all technical, strategic and operational aspects of corporate communications, strategic public relations activities, media and issues management, and key stakeholder engagement.

Reporting to the General Manager, Communications, this senior management role requires strong editorial judgement, a comprehensive understanding of the red meat industry, a strong network base and the ability to act effectively under pressure.

The role aims to promote, protect and enhance not only 'brand MLA' as well as support activities that protect the reputation and standing of the industry in the broader community. It should provide leadership in best practice corporate communications across the company and wider red meat industry.

Key Accountabilities

- Deliver a corporate public affairs strategy for MLA on behalf of stakeholders and the red meat industry aligned with MLA's AIP and Strategic Plan.
- Manage MLA's media activities:
 - Build strong relationships and have influence in traditional and non-traditional media
 - Undertake proactive and reactive media outreach
 - Manage media monitoring
 - Reporting and responding to emerging trends and issues that may have reputational impact
 - Manage media training for MLA and industry.
- Oversee the day to day management of the Industry Corporate Affairs Unit (ICAU), including ICAU staff
- Oversee the strategy to effectively engage with key industry stakeholders including all Peak Industry Body (PIB) engagement and consultation and MLA key account management
- Lead crisis and issues management for MLA - and the wider red meat supply chain as required via the Industry Corporate Affairs Unit (ICAU).
- Manage MLA's 'key issues briefing' function and develop talking points to inform MLA leadership and staff. Maintain a close understanding of MLA's operating environment in order to develop responses and mitigate risk.
- Work closely with other parts of the business to manage the relationship with key stakeholders including Federal Government, Department of Agriculture, Water and Environment and Peak Industry Bodies. Act as senior liaison for key industry stakeholders as identified in the Key Account Management Plan and develop and maintain effective networks.
- Plan and deliver "thought leadership" to ensure MLA has a prominent voice on strategically important industry issues.
- Identify, develop and manage opportunities for the Managing Director and MLA senior leaders to contribute to industry debate, news commentary and similar forums of influence.
- Proactively identify relevant issues or trends in the communications environment, develop strategies to address these and ensure MLA's leadership and staff are informed and engaged.
- Manage the execution of crisis communications plans for MLA and key stakeholders.
- Promote, protect and enhance the MLA brand, ensuring MLA's brand and communication policies are properly used by MLA staff, service providers, the media and other third parties.
- Effectively manage external providers as required, ensuring work is delivered to a high standard, delivering against pre-determined KPIs and outcomes. Ensure these services are providing value for money for MLA.
- Set, track and manage expenditure against agreed budget and MLA's communications performance against agreed KPIs.
- Provide coaching, leadership, performance management and development plans for direct reports
- Ensure project expenditures are aligned to budget and Hub project 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

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

The role is required to undertake travel and attend events outside of traditional work hours.

Essential Qualifications / Skills / Experience / Competencies

- Excellent communicator with experience in public relations, media and corporate affairs.
- Highly developed writing skills.
- A strategic thinker, with the ability to identify and analyse issues, and develop and implement effective communication and issues management plans.
- Proven ability to manage high performing teams and drive impact for industry through strong program delivery.
- Proven ability to build networks, maintain mutually beneficial relationships and foster effective partnerships with internal and external stakeholders.
- Creative and agile, a confident decision maker – with the ability to work effectively under pressure and manage multiple deadlines, particularly during times of high impact events.
- Excellent project management skills to ensure MLA and its stakeholders receive maximum return on investment and services delivered are to deadline and of the highest standard.
- Highly developed influencing skills.
- Strong understanding of Australia's red meat industry, its operations and major stakeholders.
- Strong understanding of Australia's media environment on a national and regional level.
- Experience in managing and mentoring a team of communications specialists.
- Tertiary qualifications in communications or related discipline or the equivalent experience.