

POSITION DESCRIPTION



Position Title	Manager, Red Meat Industry Corporate Affairs Unit (ICAU)
Career Level	4
Location	Canberra, Sydney or Brisbane.
Position Type	Permanent.
Business Unit	Communications
Reports To	Group Manager, Industry Corporate Affairs
No. of Direct Reports	0
Date:	May 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, for the enduring prosperity of the Australian red meat and livestock industry.

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

The red meat Industry Corporate Affairs Unit (ICAU) works across the red meat supply chain (production, processing, livestock export) to support effective collaboration and communications, stakeholder and media engagement, issues and crisis management and building capacity of red meat peak council's and industry advocates.

The ICAU manager supports the development and delivery of agreed messaging around key industry issues and potential scenarios and facilitate the process for a united industry response as required.

This role requires significant autonomy and self-sufficiency. It includes extensive collaboration with peak bodies and the Red Meat Advisory Council (RMAC). The role manages all technical, strategic and operational aspects of corporate communications, strategic public relations activities, media and issues management. It ensures communications activities are aligned with the objectives of the red meat industry's Strategic Plan, *Red Meat 2030* and *MLA's Strategic Plan 2025-2030*

Key Accountabilities

- Delivering a highly effective industry corporate affairs function working across the red meat supply

chain in the support of red meat Peak Industry Bodies and representative bodies.

- Identifying key opportunities and developing strategic communications for a number of important cross sectoral issues such as animal welfare, sustainability and nutrition, as guided by an industry taskforce.
- Development of an industry narrative, strategy and stakeholder engagement framework which clearly outlines which Peak Industry Body owns which issue and how MLA and Peak Industry Bodies collaborate on cross sector issues
- Establishing and maintaining a register of all industry communications channels, create and manage channels framework to determine appropriate use. Consult with Peak Industry Bodies regarding management of the framework.
- Assisting with media activities relevant to the red meat supply chain, as required by the peak councils and RMAC, working in partnership with communications professionals across the red meat sector, and helping to coordinate proactive and reactive media outreach.
- Undertaking media monitoring and reporting on emerging trends and issues that may have a reputational impact for the red meat industry.
- Delivering a robust annual program of continued professional development across red meat industry leadership bodies, including media training and crisis management training.
- Supporting capacity building in policy development, including supporting all red meat Peak Industry Bodies by providing R&D to aid/inform policy development and for inclusion in submissions and industry responses. Managing and sharing a pipeline of submissions and R&D requests. Building strong connections with MLA's various experts in R&D and other disciplines to facilitate optimal industry outcomes on key corporate issues.
- Partner with MLA Communications team to leverage programs of work such as digital communications and the Red Meat Ambassador program.
- Supporting the peak bodies in building key relevant stakeholder relationships including in Federal and State Governments.
- Coordinating crisis and issues management on issues that affect the entire supply chain, including identifying which organisation/s are required to lead, or play support roles depending on the issue. Managing an agreed crisis approach and leading regular crisis simulations to ensure continuous improvement and capacity building.
- Managing red meat industry issues register and develop talking points to inform red meat industry leadership and staff, ensuring consistency in messaging and narrative.
- Identifying and managing opportunities for red meat senior leaders to contribute to industry debate, news commentary and similar forums of influence.
- Tracking and managing expenditure against agreed budget and performance against agreed KPIs.
- Ensuring activities comply with all legal, corporate and ethical standards and other policies and procedures, including workplace health and safety for self and others.
- Undertaking 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:
 - Providing information, instruction, training and supervision to workers.
 - Undertaking risk assessments, design and implement control measures to reduce risks.

- Ensuring application of appropriate risk control measures.
- Ensuring all hazards, incidents and near misses are reported.

Major Challenges and Complexities

Understanding and interpreting the operating environment for the red meat and livestock industry and setting subsequent strategies in response.

Protecting and enhancing the red meat industry's brand reputation.

Building strong relationships with key stakeholders, including Peak Councils, RMAC, and Federal Government and Department of Agriculture.

Working with red meat industry communication professionals to support crisis and issues management procedures for the red meat industry.

Key Relationships

Internal	MLA communications team MLA subject matter experts ISC subject matter experts
External	Red Meat peak bodies and their membership. Supporting peak bodies with relationships with Department of Agriculture, Office of the Minister for Agriculture, State Government Departments, media agencies, journalists and other commercial partners as required.

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

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

Authority

What does the person have the authority to do?

- Develop and support strategic delivery, implementation plans and budget allocations.
- Approve expenditure within pre-agreed delegation levels.
- Engage with key stakeholders across the red meat and livestock industry.

What does the person need to seek approval for?

- Expenditure above budget allocation levels.
- Employment, and or promotion of staff.
- All travel and expenditure on company corporate credit card.
- Public statements made on behalf of MLA and the red meat industry

Essential Qualifications / Competencies / Skills / Experience

- Excellent communicator with experience in public relations, media and corporate affairs.
- Experience in managing high profile and controversial media issues.
- 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 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.
- Knowledge of Australia's media environment on a national and regional level.
- Tertiary qualifications in communications or related discipline.