

POSITION DESCRIPTION



Position Title	Market Development Manager, North America
Career Level	4
Location	Washington DC, USA
Position Type	Full time
Business Unit	International Markets
Reports To	Regional Manager, North America
No. of Direct Reports	0
Date:	September 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.

MLA is the declared industry marketing body and the industry research body under sections 60(1) and 60(2) of the Australian Meat and Livestock Industry Act 1997 and is a public company limited by guarantee. MLA is a service provider to the red meat (including beef, lamb, and goat meat) industry, not an industry representative body or lobby group.

Purpose - to foster the long-term prosperity of the Australian red meat and livestock industry.

Vision - to be the recognised leader in delivering world-class research, development, and marketing outcomes that benefit the Australian red meat and livestock industry.

Mission - to collaborate with stakeholders to invest in research, development, and marketing initiatives that contribute to producer profitability, sustainability, and global competitiveness. We do this by:

- delivering research and development that contributes to producer profitability, sustainability, and global competitiveness, and
- growing demand for red meat in Australia and overseas. +

The MLA office in Washington DC primarily focusses on market development for Australian red meat value chain participants including exporters, importers, foodservice operators, retailers, and brand owners operating in the USA, Canada, and Mexico.

Position Purpose

To develop and execute market development activities that grow the value of beef, sheepmeat, and goatmeat sales in the North American region.

Key Accountabilities:

- 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
- Develop and execute plans supporting the allocated responsibilities within assigned channels to market and IMK team projects
- Develop market opportunities for Australian beef, lamb, and goatmeat products working in partnership with value chain participants including Australian exporters and importers, foodservice operators, retailers, and brand owners operating in the USA, Canada, and Mexico.
- Translate insights to industry and MLA staff to support growth in the value of sales of Australian red meat.
- Manage service providers to deliver on time and within budget. Work with MLA colleagues to disseminate outputs internally and with stakeholders where appropriate.
- Manage project budget and reporting.
- Evaluate marketing activities for return on investment.
- Adhere to MLA's policies and procedures relating to travel and workplace health and safety, governance, and HR.
- Contribute to a collaborative, cross-functional team of employees and service providers, and foster a culture aligned with MLA's vision, mission, and Values of Integrity at Heart, Stronger Together and Future Focused.

Major Challenges and Complexities

Challenges:

- Growing preference for Australian red meat without mandatory country of origin labelling (in the US) and within countries with strong domestic red meat production.
- Marketing all Australian red meat products without being a supplier (we represent and work with all suppliers).
- Working autonomously, and effectively, and remaining motivated during periods out of office.
- Deciding the best way to use limited resources in a very large market
- Dealing effectively and equitably with stakeholders and ensuring stakeholder satisfaction

Complexities:

- Australian beef, lamb, and goatmeat are niche imported products in a patriotic domestic market. This requires tactical marketing activities that grow awareness and preference for Australian red meat.
- Winning in a marketplace with great breadth and depth of competition from domestic and international suppliers.

Key Relationships

Internal	General Manager, Regional Manager, MLA North America team, colleagues in other regions.
External	Value chain participants, including Australian exporters, importers, distributors, foodservice operators, and retailers.

	Service providers. Media
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Other (i.e., travel required, on-call)

Frequent planned travel throughout the US (mostly), Canada, and Mexico. Occasional travel to Australia.

Authority

What does the person have the authority to do?

- Identify, develop, and implement marketing activities.
- Authorise expenditure for delegated pre-approved projects and for new projects up to the value of AUD\$20,000 (USD dependent on exchange rate).
- Represent MLA at industry events.

What does the person need to seek approval for?

- Expenditure for items over AUD\$20,000.
- Expense claims.
- Domestic and international travel.
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy.

Essential Qualifications / Skills / Experience / Competencies

Qualifications:

- Tertiary qualifications relating to either red meat production (Veterinary Science, Rural Science, Agricultural Economics, Animal Husbandry, or a similar agriculture-focused qualification), Marketing, Business Management/Administration, Hospitality, or Culinary Arts.

Skills:

- Marketing strategy, planning, and execution in the food and/or beverage industry in North America, and/or a thorough understanding of the Australian meat and livestock industry – supply capability, key suppliers, Australian product categories and attributes, organizational structure, etc.
- Excellent written and verbal communication skills.
- Excellent interpersonal and relationship management skills.
- Strong project management skills.
- High level of experience using Microsoft Suite and software products.
- Written and spoken English (essential), Spanish (desired, not essential), French (desired, not essential).

Attributes:

- Conscientious - thoughtful, good impulse control, and goal-directed.
- Cooperative – a team player.
- Adaptable and flexible – to constantly changing circumstances.

Experience:

- At least 5 years of marketing, business development, or sales experience in the food and/or beverage sector in North America and/or the Australian meat and livestock industry.
- Business administration, including project or account management.
- Partnership development to achieve mutually agreed goals/objectives.
- Stakeholder management.