

POSITION DESCRIPTION



Position Title	Marketing Executive
Career Level	3
Location	Thailand
Position Type	Full Time Fixed Term
Business Unit	International Markets
Reports To	Business Development Manager - Thailand
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.

Position Purpose

To support MLA Southeast Asia in delivering Red Meat 2030 priorities through marketing, promotion and business development activities for Australian beef, lamb and goatmeat across trade in Thailand.

The role will support the Business Development Manager – Thailand on the effective implementation of trade marketing activities across retail and food service (horeca). The role would contribute to stakeholder communications via the development of communications collateral and digital assets.

Key Accountabilities

- **Implement the agreed key account management and trade marketing workplan** that aims to grow business capabilities and knowledge, and demand for Australian beef and lamb across retail and foodservice channels.

- Build strategic relationships with key retail accounts through tailored marketing, merchandising, and category development initiatives to drive demand and preference for Australian beef and lamb
- Work with Business Development Manager (BDM) Thailand and support agency partners and key stakeholders to deliver trade marketing activities and events
- Day-to-day management of marketing collateral and assets
- Support BDM and MLA managers with development of presentations, education materials, tactical marketing/promotional efforts that assist supply chains to effectively target end-user accounts and boost sales.
- Assist in providing information on market trends and issues to industry and MLA analysts and communications staff.
- **Contribute to stakeholder communications and engagement**, including through social digital channels in Thailand, to grow brand equity of Australian beef and lamb amongst trade and end-users
 - With support of agency partner(s), undertake effective development and dissemination of communication assets for various communication platforms including websites, e-newsletter, distribution mailing list, digital assets, social media and other marketing collateral that promotes improved perceptions of Australian beef and lamb meat to consumers, foodservice, retail and trade.
- **Contribute to and support project management, administration and reporting** on activities.
 - General administration, project management and budget support.
 - Logistical support of events, attendance at events across Thailand and other parts of Southeast Asia where required
- **WHS Statement:** 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

Challenges:

- Working with different cultures and business approaches across the region
- Maintaining effective relationships with multiple external stakeholders.
- Understanding complexities of the market access challenges in the region.
- Effective project management.
- Maintaining focus and driving outcomes while working remotely without direct oversight

Complexities:

- Complex, immature, and fragmented business environment in Thailand
- Analysis of complex, subtle and sometimes ambiguous situations to support decision making
- The ability to drive change when working with commercial companies and sometimes conflicting priorities

Key Relationships

Internal	Business Development Managers Regional Manager - SEA MLA personnel in Southeast Asia Other international market employees
External	Local importers and distributors Local Retailers and Foodservice Customers Overseas Government bodies

	Australian government officials Australian Exporters (boxed and live)
--	--

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

- Occasional planned travel, primarily in Thailand
- Infrequent planned travel to other Southeast Asia region, Australia and Singapore

Authority

What does the person have the authority to do?

- Make representations on behalf of MLA at events with prior approval
- Identify, organise and implement marketing plans
- Manage domestic travel

What does the person need to seek approval for?

- Funding of all trade, marketing and market access activities
- Expense claims
- International and regional travel
- Anything they are unsure of

Essential Qualifications / Skills / Experience / Competencies

- A bachelor's degree but no requirement on concentration.
- Experienced in key account management and trade marketing.
- Sound practical knowledge of meat industry in Thailand
- Knowledge of the Australian meat and livestock industry.
- Proficiency in Thai and English

Skills or Abilities:

- Strong ability to operate independently with minimal supervision, self-managing priorities and challenges to achieve outcomes and meet KPI's.
- Sound project management and communication skills; attention to detail and accuracy
- Sound report writing and oral presentation skills.
- Well-developed computer skills, particularly use of MS Word, Excel, PowerPoint, Outlook.
- Capacity and willingness to spend significant time in the field away from home.

Experience

- At least five year's industry experience in a similar role or field.
- Demonstrated category management experience
- Proven history of successful team work and excellent interpersonal skills
- Demonstrated cultural sensitivity and experience.
- Demonstrated accountability in the areas of reporting and communication in relation to key project milestones and KPI's.
- Experience working with industry participants (at all levels) and food & beverage commercial companies an advantage