

POSITION DESCRIPTION



Position Title	Marketing & Product Adoption Coordinator - Genetic Services
Career Level	3
Location	Armidale
Position Type	Full Time – Permanent
Business Unit	RDA
Reports To	Genetic Services Team Leader
No. of Direct Reports	Nil
Date:	January 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 is a co-owner of the BREEDPLAN and OVIS analytical software that underpins the genetic evaluation services for cattle, sheep and goats. MLA is also the licensee for the OVIS software used by Sheep Genetics program for the commercial delivery of the genetic evaluation service for the Australian sheep and goat industries. The objective of MLA's interest in genetic evaluation services and associated software is to increase the rate of genetic improvement through the adoption and utilisation of Australian Sheep Breeding Values (ASBVs) for the national sheep flock through LAMBPLAN and MERINOSELECT, or through Estimated Breeding Values for cattle through BREEDPLAN. Through MLA's research investments in new genetic and genomic technologies, there is also a need to drive commercial success of these tools for the purposes of improving productivity of the red meat sector.

The Marketing and Product Adoption Coordinator will support the co-design and implementation of the Genetics Services marketing & adoption strategy, communications and social media activity. The target audience for these strategies will be both seedstock and commercial producers. This will be informed through

customer and market insights that will create and deliver useful reporting for strategic decision making, along with effective content to drive adoption of genetic services.

This role will also provide high-quality reception, secretarial and accounts support to MLA commercial genetic services functions, and its various committees. This will be in conjunction with providing broader customer support and internal stakeholder support in the MLA Armidale office.

Key Accountabilities

- Initial point of contact for clients, service providers and researchers, responding to inquiries or referring onto other staff as required.
- Execution of the Genetic services marketing and adoption plan through development of communication materials and content to be utilised across various MLA channels
- Developing and maintaining marketing content, such as social media posts, email campaigns, and promotional materials
- Organise printing, copying and distribution of MLA Genetic Services product and services material in accordance with the Genetic Services communications plan.
- Analyse customer behaviour and trends to inform marketing strategies
- Analyse performance of adoption and communication campaigns
- Work with cross-functional teams in MLA to produce promotional materials and ensure cohesive communication efforts
- Assist in organising producer adoption and extension events and activities specific to genetic services
- Provide high-quality reception, secretarial and accounts support to MLA commercial genetic services functions, and its various committees.
- Provide support for the coordination of committee meetings including travel, workshop arrangements and minutes
- Provide office support for the Armidale MLA office including filing, correspondence, reception and maintenance of office supplies.
- Provide account management support for billing, membership and accounts associated with the Genetic Services Business Unit.
- Responding to accounting and other administrative inquiries from MLA Sydney Office staff as required
- Assist in the reporting of the Genetic Services Business Unit financials
- Work with the Genetic Services team to identify and develop solutions to create efficiencies for the business in relation to administrative processes

WHS Statement – Worker: 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

- Managing interactions with multiple internal and external stakeholders to achieve effective delivery of Genetic Services products and services
- Distilling complex technical information into effective communications for diverse audiences
- Supporting a team that travels extensively
- Working with stakeholders in an area that is information dense

Key Relationships

Internal	Genetic Services Team Leader
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	<p>Sheep Genetics Manager</p> <p>Business Manager – Genetic Services</p> <p>Sheep Genetics staff</p> <p>Livestock Genetics R&D Project Managers</p> <p>Communications business unit staff across digital and strategic communications</p> <p>Adoption program</p>
External	<p>MERINOSELECT and LAMBPLAN Clients</p> <p>Sheep Genetics Technical Committee</p> <p>Sheep Genetics Advisory Committee</p> <p>Animal Genetics and Breeding Unit (AGBU)</p> <p>Animal Breeding Research Institute (ABRI)</p> <p>Australian Wool Innovation (AWI)</p> <p>Sheep service providers</p>

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

Infrequent travel to other locations may be required for:

- training and development
- stakeholder meetings

or as required by Sheep Genetics or MLA.

Authority

What does the person have the authority to do?

- Arrange meetings and workshops with industry stakeholders
- Preparation of agendas and papers
- Respond to enquiries from industry stakeholders

What does the person need to seek approval for?

- Approval of communication activities outside areas of competence
- Project budget approval
- Changes to agreed strategies and budgets
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy.

Essential Qualifications / Skills / Experience / Competencies

- Tertiary qualifications or appropriate industry experience in Agricultural science, agricultural economics, marketing or farm business management.
- Sound computing skills
- Efficient office administration and organisational skills
- Attention to detail in the preparation of material including minutes, workshop preparations and travel planning
- Experience in writing customer facing communication materials
- Experience in dealing with rural clients in a service capacity

- Ability to work in a team environment