

POSITION DESCRIPTION



Position Title	Communication & Evaluation Manager
Location	North Sydney or Brisbane
Position Type	Full time
Business Unit	Integrity Systems Company
Reports To	Group Manager – ISC Operations
No. of Direct Reports	2 (direct) 2 (indirect)
Date:	September 2022

Position Purpose
- To ensure high levels of industry awareness and understanding of ISC and the Australian red meat integrity system and the requirements of industry's integrity programs – National Livestock Identification System (NLIS), Livestock Production Assurance (LPA) and National Vendor Declarations (NVDs) - To generate an understanding of the value proposition of the integrity systems across industry stakeholders and use this to support culture change across industry through innovative communication campaigns - To raise awareness of the Integrity System 2025 Strategic Plan (IS2025 Plan) and promote ISC programs and technologies aimed at improving productivity and enhancing product integrity and compliance within the red meat industry (e.g. Livestock Data Link, eNVDs, myMLA etc.) - To ensure that there is an effective Measurement, Evaluation, Reporting and Improvement (MERI) framework in place across ISC and that ISC outcomes and achievements are reported to key stakeholders and participants in line with the Integrity Systems Communication, Extension and Stakeholder Engagement Strategy, demonstrating continuous improvement in internal and external ISC delivery

Key Accountabilities
- Develop, implement and update the Integrity Systems Communication, Extension and Stakeholder Engagement Strategy, and drive the growth of the ISC brand amongst stakeholders and ISC program participants - Develop and implement a range of innovative and integrated communication strategies to drive awareness and understanding of the Australian red meat industry's integrity programs (NLIS, LPA and NVDs) through strategic communication support and resource development to support program awareness and compliance objectives - Develop and implement strategies to promote and support the adoption of new tools and technologies across the range of ISC and integrity systems programs (including NLIS, LPA, NVDs,

eNVDs, myMLA/Single Sign-On, Livestock Data Link, Digital Value Chain Strategy)

- Develop a stakeholder segmentation strategy for ISC's programs and ensure this is utilised to achieve targeted, high impact communication and adoption programs
- Develop a branding strategy for ISC and ensure this is maintained across all ISC internal and external communication channels, including website, social and corporate communications
- Develop and coordinate a robust Monitoring, Evaluation, Reporting and Improvement (MERI) framework to assess and report levels of industry awareness and understanding of the integrity programs, levels of customer satisfaction with ISC services, and progress against ISC Business Plan objectives, and Annual Implementation Plan and IS2025 Plan Key Performance Indicators
- Lead the delivery of ISC's annual Stakeholder Forum and ISC's involvement in key MLA events (e.g. RedMeat), ensuring ISC brand opportunities are maximised
- Liaise with SAFEMEAT, Peak Industry Councils, State Farming Organisations, government and other key industry stakeholders to seek input, support and engagement with communication strategies
- Identify and build relationships with a range of value chain stakeholders to develop innovative communication and extension partnerships, including leveraging communication channels and networks, to improve understanding and compliance with the integrity program
- Represent ISC and/or MLA at relevant industry events including the delivery of professional presentations, training, facilitation and trade stands
- Ensure the timely development and coordination of content to support ISC's contribution to the MLA annual report and general corporate reporting of ISC's activities and achievements
- Effective development and management of program investment strategies and resourcing to ensure strategic objectives are achieved and budget is managed effectively
- Manage a high performing team that has the appropriate skills and enthusiasm to deliver requirements against the IS2025 strategy.
- Ensure a design led approach is used to develop strategies and initiatives, and that end users are involved in their development.
- Manage the engagement and interdependencies across the ISC team and relevant MLA business units to ensure collaboration on aligned strategic initiatives.
- Ensure the timely preparation of high quality reports and papers for the ISC Senior Leadership Group (SLG), MLA Leadership Team (MLT), ISC Board and relevant peak industry council committees and SAFEMEAT as required.
- Track and report expenditure against agreed budgets, milestones and key performance indicators.
- Participate in the definition of ISC's customer experience strategy and monitor customer experience integration activities.
- Monitor the processes by which teams consider and use customer and user feedback to inform business decisions.
- Monitor how the product management lifecycle is managed and governed to ensure consistency across the business.
- Participate in IT portfolio management planning with the Technology team to ensure business-wide priorities are being considered.
- Participate in the definition and controls around data analysis, data governance and data quality certification.
- Participate in development of ISC's adoption strategy, implementation and support.
- Ensure all projects are managed and comply with project management principles within SAP
- Ensure all purchasing is carried out in line with MLA's purchasing process in SAP

- Undertake 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:
 - Provide information, instruction, training and supervision to workers
 - Undertake risk assessments, design and implement control measures to reduce risks
 - Ensure application of appropriate risk control measures
 - Ensure all hazards, incidents and near misses are reported

Major Challenges and Complexities

- Building and maintaining strong relationships with multiple internal and external stakeholders to achieve effective program outcomes
- Ability to analyse complex information and translate it into practical solutions for industry
- Communicating and engaging with a variety of stakeholders and participant segments, to drive practice change

Key Relationships

Internal	Group Manager ISC Chief Executive Officer ISC ISC Senior Leadership Group Customer Experience Manager Manager – Quality, Policy and Compliance ISC Strategy & Planning Team ISC Technology Team Product Strategy Managers MLA's Corporate Communications Team
External	Key target audiences – producers, value-chain partners, industry stakeholders, regulators, customers and consumers Contractors/service providers Private consultants and research bodies State government communication and extension staff Peak Industry Council Board/Staff SAFEMEAT Partners

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

Travel required within Australia

Authority

What does the person have the authority to do?

- Development of program strategies, budgets and evaluation plans
- Establish project Terms of Reference
- Negotiate contract schedule and changes to Terms and Conditions
- Management of projects including acceptance and approval of milestones and final reports
- Arrange meetings with industry stakeholders and present on relevant programs
- Coordinate technical advice and input on issues management strategies

What does the person need to seek approval for?

- Changes to agreed strategies and budgets
- Project approval through ISC\MLA Project Review process
- Contract schedules outside areas of competence
- Planned travel
- Personal expense claims

Essential Qualifications / Skills / Experience / Competencies
Qualifications • Qualifications or extensive demonstrated experience in agricultural communication, marketing and/or extension, rural or agricultural science, capacity building or a related discipline. Skills or Abilities: • Ability to communicate, consult and build partnerships with internal and external stakeholders • Ability to identify and analyse issues and develop appropriate communication strategies • Ability to manage external providers to ensure value is maximised • Strong analytical and innovative problem-solving skills • Excellent communication and presentation skills • Ability to work efficiently and manage multiple projects at once • High level project management and administration skills • Highly developed influencing skills • Ability to develop and implement business plans • Understanding of the red meat and livestock industry and its structures • Understanding of adult learning principles and practices Experience: • Communication and/or adoption experience within the Australian agricultural industry • Minimum 5 years project or program management experience at a senior level • Experience in the delivery of effective communication and extension programs • Experience in the development of measurement and evaluation frameworks is desirable • Experience in delivering projects at a high level, on time and on budget • Stakeholder engagement experience • Experience in coaching, mentoring and leading teams • Experience in delivering digital communication programs • Experience in the delivery of adult learning and education programs