

POSITION DESCRIPTION



Position Title	General Manager – Research, Development and Adoption
Career Level	7
Location	Sydney or Brisbane
Position Type	Ongoing, Full Time
Business Unit	Research, Development & Adoption
Reports To	Managing Director
No. of Direct Reports	5 (Total team size = c.68)
Date:	March 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

The General Manager Research, Development & Adoption is responsible for providing strategic direction and leadership of MLA's investments in research and development, in addition to driving commercialisation and adoption of R&D outcomes that ultimately increase profitability and sustainability of the red meat and livestock industry.

A key part of the role is to ensure accountability to stakeholders in the effective use of producer levies, government matching funds and commercial income streams that optimise the return on R&D investment for industry, where investment is informed by insights and industry consultation leading to innovative adoption and commercialisation strategies.

This position will lead and develop a high performing team and foster a values-based culture to achieve MLA's objectives. The Research, Development & Adoption team scope of work includes programs from consultation to adoption, and a portfolio of R&D investment in on-farm livestock productivity and animal wellbeing, off-farm science and innovation, and sustainability, enabling a whole farm system and value chain approach to R&D programs of work.

Key Accountabilities

- Develop and articulate a vision for the research and development function that has a portfolio of investments with immediate to longer term outcomes applied to MLA and industry strategic objectives.
- Lead the development of adoption strategies and oversee execution in order to deliver on MLA's strategic priorities and optimise impact of R&D investment. For existing major industry adoption programs accelerate adoption and impact across the value chain.
- Lead the development and implementation of systems that will generate data on the barriers to adoption, customer needs analysis, producer innovation capacity and capability, and systems to generate demand for innovation. This data will provide a knowledge platform for informing innovative adoption strategies.
- Lead and develop a team who are responsible for planning, implementing and managing research, development and adoption programs that address MLA's strategic objectives.
- Establish and maintain a high performing and engaged multidisciplinary team across a number of locations, and foster a values based culture that supports knowledge sharing and collaboration across the organisation.
- Use insights from industry, markets and technology to optimise MLA's research investments for adoption and/or commercialisation, and promote a producer-centric design-led approach to project design and development.
- Develop bi-lateral and multi-lateral partnerships with research providers, developers and commercialisers to deliver outcomes and impacts that benefit industry.
- Ensure the effective use of producer levies, government matching funds and commercial income streams to optimise the return on R&D investment for industry.
- Develop relationships and partnerships with external key accounts to co-fund R&D for the benefit of the industry and the partners.
- Oversee and engage directly in external consultation on the direction of MLA's investments across key program areas.
- As a member of the MLA Leadership Team, contribute to organisation-wide strategy development and the collective responsibility of delivering on organisational objectives.
- Actively participate in MLA's Project Review Committee and other collaborative project forums to ensure all projects are technically sound and aligned with strategic objectives.
- Ensure all projects are developed, implemented and finalised in accordance with MLA's governance framework and procedures.
- Ensure all programs function with effective monitoring and evaluation processes in place, including baseline measures, to enable effective reporting on key performance indicators.
- Set and monitor agreed budget expenditure and track performance against budget expenditure and milestones.
- Ensure all activities comply with all legal, corporate and ethical standards
- Work Health and Safety:
 - Exercise due diligence in regards to health, safety and wellbeing and ensure that MLA meets its duties under WHS laws.
 - 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	
<ul style="list-style-type: none"> • Leading a technically diverse and geographically dispersed team • Managing external stakeholder expectations with regards to funding availability and setting realistic KPIs • MLA must always remember we are recipients and investors of producer levies, taxpayer funds and commercial party contributions. As such our governance and compliance with all legal and regulatory requirements in accordance with financial and accounting principles is paramount to the ongoing operation of the business. • A highly complex and diverse range of programs and investments. Remaining proactive on driving investments whilst dealing with issues as they arise in a professional and efficient manner 	

Key Relationships	
Internal	Managing Director Board of Directors and relevant board sub-committees MLA Leadership Team (MLT) Senior Leadership Team (SLT) Insights, Communications, Corporate Services including Finance, Human Resources, Legal etc
External	Government Industry Bodies Universities and research partners Commercial partners Levy payers Media

Other (i.e. travel required, on call)
Extensive domestic travel. International travel as required.

Authority
<p>What does the person have the authority to do?</p> <ul style="list-style-type: none"> • Initiate discussions and negotiate with research and development providers. • All activity within delegated authority in accordance with MLA policy <p>What does the person need to seek approval for?</p> <ul style="list-style-type: none"> • Structure, headcount and remuneration changes • Significant changes to strategy and programs that would require both MD and Board endorsement. • All activity outside delegated authority in accordance with MLA policy

Essential Qualifications / Skills / Experience / Competencies
<ul style="list-style-type: none"> • Significant experience in research and development for commercialisation and/or adoption and extension of R&D • Broad understanding of the Australian red meat and livestock industry

- Extensive experience in the leadership and development of high performing teams
- High-level leadership and strategic management skills
- Demonstrated success and effectiveness in the management of change.
- Strong communication and influencing skills
- Tertiary qualifications in science, agriculture or a related discipline
- Experience in governance, financial management and risk management