

POSITION DESCRIPTION



Position Title	Communication Specialist
Career Level	3
Location	Brisbane, North Sydney or Armidale
Position Type	Full time
Business Unit	Communications (Strategic Communications Team)
Reports To	Communications Manager
No. of Direct Reports	0
Date:	October 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

- Write and compile reader-centric, high-quality and engaging content for MLA's communications channels, including print and digital.
- Provide expert communications advice and input across MLA's teams, including in the development of internal and external communications campaigns, plans and collateral.
- Identify strategic opportunities to add value to key audience groups and develop targeted communications to address these.

Key accountabilities

- Interview, write and self-edit high-quality and engaging copy for MLA's communications channels, particularly *Feedback*, *The Weekly* and other EDMs/publications, as per writer's briefs.
- Proactively collaborate with MLA's Communications Manager, EDM Coordinator and the *Feedback* Editor and be proactive in identifying story leads, clarifying briefs, responding to feedback and participating in content meetings.

- Develop presentations and write speeches according to brief, as required, on behalf of senior MLA managers.
- Ensure MLA communications complies with MLA brand and style guide and provide branding checks, feedback and advice to MLA staff.
- Provide editing services on MLA publications, as required.
- Support the Communications Manager with the planning and delivery of communications plans, events, campaigns and collateral, as required. Provide coordination services for MLA's suite of e-newsletters, as required.
- Assist with photography or videography, as required.
- Provide other communications support to the strategic communications team, as required.
- Maintain a close understanding of MLA's members through covering selected producer events for MLA's communications channels.
- Ensure activities comply with all legal, corporate and ethical standards and all MLA policies and procedures.
- Implement MLA's policies and procedures in workplace health and safety as applicable to self, other staff, contractors and all activities within area of responsibility and control.
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Major challenges and complexities

- Continuously deliver high quality content within tight deadlines.
- Work with competing deadlines and priorities on numerous projects at all times.
- Build relationships with industry stakeholders, including securing interviews/approval processes within required timeframes and taking into account interviewee availability/responsiveness.
- Navigate complex, technical subject matter experts across a large organisation based in many different locations (domestic and international).
- Maintain reputation and integrity of MLA within a complex industry.

Key relationships

Internal	• Strategic communication team members • Staff in the MLA Communications Business Unit • Other MLA business units (including key program managers) • MLA Managing Director, MLA Board and Managing Leadership Team
External	• MLA members • Stakeholders across red meat supply chain (producers, feedlots, processors etc) • Researchers from a range of research organisations, such as universities and government departments • Other funding partners including corporate entities • Agricultural peak bodies • Industry advisors

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

The role is required to undertake some domestic travel and attend events outside of traditional work hours.

Authority

What does the person have the authority to do?

- Independently pursue leads through consultation to deliver content.

What does the person need to seek approval for?

- Domestic travel and accommodation.
- Purchases for work purposes.
- All other activities outside the delegated authority of the position as set out in the Delegations of Authority Policy

Essential Qualifications / Skills / Experience / Competencies

- Excellent communication skills, including highly developed writing, editing and content proofing skills.
- Ability to translate technical information into plain English.
- Excellent project management skills to ensure communications are delivered to deadline and is of the highest standard.
- Works well in a team and welcomes constructive feedback to continuously improve work.
- Tertiary qualifications in communications or related discipline.
- Ideally has a strong understanding of Australia's red meat industry, its operations and major stakeholders.
- Ideally at least two years' experience in a similar content creation role.