Position Title	Product Strategy Manager – On-farm assurance and traceability
Career Level	3
Location	North Sydney
Position Type	Fixed Term 6 months
Business Unit	Integrity Systems Company
Reports To	Program Strategy Manager
No. of Direct Reports	0
Date:	March 2025

About Integrity Systems Company
The Integrity Systems Company (ISC) develops, delivers and administers meat and livestock integrity programs, including the development and delivery of information technology platforms, for the meat and livestock industry. ISC is responsible for the integration, expansion and enhancement of the meat and livestock integrity programs to improve the quality, efficiency and performance of the programs for the benefit of the industry. ISC is a fully-owned subsidiary of Meat and Livestock Australia (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 purpose of this role is to manage and drive the strategic direction of ISC digital products, ensuring alignment with industry requirements, business goals and opportunities, delivering value to end users by acting as a liaison between industry and the technical product delivery team.   This role will evolve and implement strategic product roadmaps for ISC's on-farm assurance and traceability services, including the Livestock Production Assurance (LPA) program and the electronic National Vendor Declaration (eNVD), in alignment with ISC's and MLA's Strategic Plan.

Key Accountabilities
• Lead best practice user research and analysis to inform the development of strategies for ISC's on-farm assurance and traceability products. • Evolve and implement strategic product roadmaps for ISC's on-farm assurance and traceability services in line with the ISC Strategy and related ISC/MLA business plans and strategies.

- Seek insight and challenges from a variety of internal and external information sources and synthesise and frame complex issues and information to support strategic discussions and decision making.
- Work actively across ISC in planning, developing and translating product strategies into operational goals and projects.
- Embed customer discovery as a part of the on-going roadmap development and ensure customer feedback is built into the roadmap design.
- Define the product roadmap into actionable features with detailed business requirements for each new feature.
- Implement best practise feature prioritisation, ensuring effective sequencing and communication aligned to business needs.
- Strong collaboration and partnership with the Digital Product Owners, UX/UI Leads, Adoption and the Operations team, to ensure the Product Strategy and Roadmaps are carried through to execution and delivery.
- Project manage complex strategy projects to deliver on functional objectives and capitalise on opportunities for continuous improvement and innovation.
- Work collaboratively in cross-functional teams to ensure the objectives and strategic goals outlined in the roadmap are achieved.
- Engage in Agile meeting ceremonies as necessary for planning and review with the Technology team, to assist the development of product features.
- Monitor product-related glitches and issue resolution scheduling to ensure that priority is given to critical product issue resolutions where needed.
- Manage the complete product lifecycle, defining and executing strategies for product development, launch, and evolution, while ensuring alignment with market trends and business goals.
- Participate in the design and prototyping stages of product development and optimisation, to ensure the appropriate components, features, artefacts and functionalities are accurately reflected.
- Monitor quality considerations from a product perspective across the business in collaboration with the Policy, Quality and Compliance team to ensure consistency and best-practice is adhered to.
- Participate in product prototype testing, deployment and integration throughout the stages of product development and optimisation.
- Work collaboratively with the Digital Product team within the Technology function to ensure consistency, integration and customer-centricity.
- Develop high quality reports, presentations 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.
- Ensure all projects are managed and comply with ISC project management principles.
- Comply with the requirements of the company quality management system (all relevant procedures and work instructions) including contributing to process management and improvement of documentation.
- Responsible for the implementation of ISC's policies and procedures in WHS as applicable to self, other staff, contractors and all activities within area of responsibility and control.
- Ensure activities comply with all legal, corporate and ethical standards and all ISC policies and procedures.

Major Challenges and Complexities

- Building and maintaining strong relationships with multiple internal and external stakeholders to achieve effective program strategies and impact
- Ability to analyse complex information and translate it into practical solutions for customers and the organisation

- Communicating and engaging with internal and external stakeholders to achieve buy-in and commitment to the strategy, and to ensure effective implementation of the strategic product roadmap
- Ability to deliver impactful outcomes, on time and within budget through a collaborative delivery model

Key Relationships	
Internal	ISC Strategy and planning Team (R&D and Adoption) ISC Operations Team (Comms, Compliance, Customer, Policy) ISC Technology Team ISC Senior Leadership Group Digital Product / UX Lead Digital Product Owner
External	Key industry stakeholders (processors, producers, feedlots) Government policy and regulatory officers Private consultants and research organisations

Other (i.e. travel required, on call)
Domestic travel is required from time to time, with some overnight stays expected.

Authority
What does the person have the authority to do? • Make recommendations in terms of strategic roadmaps, project budgets and variations • Manage projects including acceptance and approval of milestones and go/no-go stage gates, and final reporting **What does the person need to seek approval for?** • Program scope and strategies • Project expenditures • Personal expenses • 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 in business, agriculture, agribusiness or other related area • 3-5+ years experience in developing and implementing business and product strategies • A high level of ability to lead and develop strategy and planning processes including structured problem solving in line with organisational and customer needs • The ability and willingness to generate improved solutions to highly complex problems and resolve business challenges using creativity, insight and reasoning • Outstanding interpersonal skills including building relationships with key stakeholders as well as strong presentation and facilitation skills working across diverse teams • Flexibility and ability to work effectively in a complex and dynamic environment, to adapt quickly, and proactively manage and re-prioritise multiple tasks to deliver results • Proven judgement and problem-solving skills with an ability to proactively question and explore alternative approaches in support of a holistic view to outcomes/organisational purpose • Experience championing customer-focussed initiatives including refining a clear value proposition and coordinating a team to drive new processes and/or products • Ability to influence and drive outcomes from a multi-discipline delivery team • Strong project management experience with both internal and external stakeholders • Excellent written and verbal communication skills