

POSITION DESCRIPTION



Position Title	Project Manager - Southern Livestock Adoption
Career Level	4
Location	Nth Sydney or Armidale
Position Type	Permanent Full Time
Business Unit	Research, Development and Adoption (RDA)
Reports To	Program Manager - Adoption
No. of Direct Reports	Nil
Date:	September 2024

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 beef, 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 Project Manager for Southern Farming Adoption is responsible for driving the adoption of MLA's Research and Development (R&D) outcomes that deliver increased on-farm profitability and sustainability to red meat producers of South-East Australia. The adoption outcomes delivered will be informed through the development and implementation of MLA's adoption strategy.

This role will:

- Collaborate with stakeholder organisations, including Agricultural businesses, universities, government organisations, farming systems groups, other RDCs and livestock advisors to develop adoption programs, which result in positive industry outcomes and ensure effective use of resources.
- Develop and implement strategies, under the over-arching MLA Adoption Strategy, which would facilitate the increased producer adoption of R&D, technology and best management practices, to achieve the Red Meat industry and MLA's strategic targets.

- Work closely with adoption and on-farm research teams, along with other MLA business units, to construct programs of work, which ensures a pathway and a mechanism to adoption as part of research planning and implementation.
- Collaborating with the adoption team, to identify and develop opportunities for new and innovative project concepts to drive on-farm productivity and provide a learning pathway to MLA adoption programs eg. BredWell FedWell, EDGE network, Producer Demonstration Sites and Profitable Grazing Systems.
- Manage the existing Southern Beef, Sheep and Feedbase adoption project portfolio.
- Management of MLA Southern Beef, Sheep and Feedbase materials and resources, including tools and calculators, and implement a strategy to ensure ongoing maintenance, relevance and access.

Key Accountabilities

- Through extensive internal and external consultation, develop and implement the southern farming adoption strategy, under the broader adoption strategy, to increase the adoption of practices to increase on-farm and industry prosperity through exceeding industry and MLA strategy targets. This includes:
 - Work closely with adoption and RD&A value chain team to ensure alignment across strategies and ensure the teams are working towards common MLA and industry targets.
 - Working closely with Research Advisory Councils; Southern Australia Livestock Research Council (SALRC), Western Australia Livestock Research Council (WALRC), the Producer Adoption Reference Group (PARG) and other producer and industry stakeholder groups and networks to ensure program outcomes are aligned with industry needs and priorities.
 - Develop and foster working relationships partnering government organisations, research organisations to develop RD&A programs of work.
- Key programs of work include, but are not limited to:
 - Drought recovery and climate adaption preparedness,
 - Lamb and Ewe reproductive performance,
 - Animal Health and Welfare,
 - Sustainable pasture systems,
 - Producing Profitable and Resilient Southern Beef Herds,
 - MeatUp forums,
 - MLA adoption programs including BredWell FedWell, EDGE network, Producer Demonstration Sites and Profitable Grazing Systems.
- Initiate and develop new partnerships and co-investment opportunities to increase delivery of adoption projects for the benefit of southern red meat producers.
- Work closely with the MLA communications team to deliver cohesive communication and extension messages. This will include the development of technical advice and checking relevant on-farm communications and resources, publications, presentations, products, and tools before production/publication.
- Provide support and direction on adoption pathways into R&D project development in collaboration with peer project managers that align with MLA's adoption strategy.
- Develop key relationships to showcase best practice management and innovation across the supply chain, highlighting relevant MLA and industry projects, tools, resources, and training programs in platforms external to MLA.
- Provide leadership, advise and support to MLA Program Managers in their engagement with southern farming adoption program and wider adoption activities
- Represent MLA at public and industry forums and advocate for the outcomes of industry investment in RD&A portfolios enabled by the MLA Adoption Strategy.

- Prepare reports for the MLA board and MLA senior management as required updating the progress of the southern farming adoption initiatives in achieving the stated objectives and the management of investment priorities.
- Manage all reporting and budgeting to ensure the southern adoption program operates within approved parameters and the MLA project management system, as well as reporting against key performance indicators in MLA's Annual Investment Plan.
- Negotiate and manage financial milestones, reporting and strategic planning in relation to northern beef sector adoption projects and programs.
- 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

- Engagement with private and public sector extension providers.
- Time management and ability to priorities tasks
- Engagement of the industry to utilise the available MLA tools.
- Effectively engaging producers and trusted advisors to increase their knowledge, skills and awareness of best management practices.
- Integration of extension principles into R&D programs.
- Self-manager with ability to work remotely (as required).

Key Relationships

Internal	<ul style="list-style-type: none"> • MLA General Managers and Program Managers. • Adoption, Genetics, MSA, Consultation and on-farm R&D teams. • Adoption Program Manager.Communications team • Corporate Services, including the Finance, Contract Services, Legal, Intellectual Property and IT teams. • Human Resources • MLA Team Co-ordinators
External	<ul style="list-style-type: none"> • Producers, including producer groups, networks and other e.g. Regional Advisory Councils, SA Blueprint working group, Better Beef and Best Lamb Best Wool • Research and extension service providers, including livestock advisors e.g. universities, Ag Victoria, , NSW DPI/LLS, DPIRD • Southern Australian Livestock Research Council (SALRC) • Supply chain partners such as feedlots, processors and industry services e.g. rural retailers, seed companies. • Other relevant industry stakeholders

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

- Domestic travel will be required from to support the development of adoption activities.
- Some out-of-hours work to support national meetings and events should be expected.

Authority

What does the person have the authority to do?

- Make recommendations in terms of program strategies, project budgets and variations.
- Consult with external stakeholders in the development of any strategy and project.
- Manage projects including the acceptance and approval of milestones and go/no go reviews and final reporting
- Make technical recommendations to adoption, science and technology projects.

What does the person need to seek approval for?

- Interstate and regional travel, involving accommodation and/or air travel.
- Making any representations to media and industry on issues related to the red meat and livestock industry, as per MLA's media spokesperson policy.
- Project expenditure.
- Business and personal expenses.
- Initial approval of any strategies or programs of work prior to implementation.
- Leave

Essential Qualifications / Skills / Experience / Competencies

- Experience and an interest in the agricultural industry, which includes a strong understanding of the whole farm system, red meat value chain, business drivers to practice changes and technology adoption.
- Tertiary education in agricultural science or similar.
- Experience in the Southern farming industry or similar production system and knowledge of red meat producer needs.
- A strong and understanding of adoption programs, with a background in extension or agricultural consultancy, project design, delivery and evaluation.
- Ability to relate to and empathise with red meat producers, agribusiness professionals, not-for-profit and government organisations.
- Experience in Research, Development and Adoption programs.
- Project management experience.
- High-level interpersonal skills including written and oral communication skills, analytical, negotiation and relationship management skills.
- Ability to work in a team environment.
- A proactive and flexible approach to work.
- Ability and confidence to liaise at an executive level and to work under pressure.

Competencies

- Technical expertise,
- Analytical thinking & critical analysis,
- Planning and organising,
- Effective communication,
- Builds collaborative relationships,
- Flexibility and adaptability,
- Results orientation / outcomes focused,
- Time management,
- Budget management,
- Monitoring, Evaluation and Reporting (MER),
- Initiative and self-motivation.

Desirable Skills

- Experience in pasture agronomy.