

POSITION DESCRIPTION



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| Position Title | Project Manager |
| Career Level | 3 |
| Location | Vietnam or Thailand |
| Position Type | Full time, Ongoing |
| Business Unit | International Markets |
| Reports To | Regional Manager – Southeast Asia |
| No. of Direct Reports | 0 |
| Date: | September 2024 |

About MLA

In partnership with the Australian red meat industry and the Australian Government, we strive to deliver marketing, research and development products and services to cattle, sheep and goat producers. MLA's core purpose is to deliver world leading outcomes that fuel global competitiveness, sustainability and producer profitability.

What is important to us is **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

- Plan, implement and manage trade events and promotional activities as part of the Australian Food & Wine Collaboration Initiative with the aim of building demand, positively positioning and profiling Australian food and wine across various international markets.
- Support MLA Southeast Asia implementing trade marketing activities with the aim of growing demand for Australian beef, sheep meat and goatmeat in the region.

Key Accountabilities

Australian Food & Wine Collaboration

- Project manage the implementation of the Australian Food & Wine Collaboration (AFWC) activities across multiple international markets with oversight from MLA Regional Manager
 - Manage local delivery/execution partners to ensure effective and efficient implementation of AFWC activities in at least four international markets

- Work closely with MLA staff network globally and any AFWC representative in-markets to ensure effective delivery of activities
- Coordinate the interactions within the Australian Food & Wine Collaboration group (consisting of Dairy Australia, Horticulture Innovation Australia, Meat & Livestock Australia, Seafood Industry Australia, and Wine Australia)
- Communication liaison and coordination with in-market and Australian-based stakeholders, including Austrade.
- Activity level budget management and reporting
- Post-activity monitoring, evaluation and reporting

Trade Marketing Support

- Undertake internal and external event coordination, including communications & reporting and logistics support on trade education activities such as Aussie Meat Academy programs within Southeast Asia and globally.
- Work with other MLA trade/business development managers to support the delivery of other trade marketing and promotional activities within Southeast Asia

Overall / General:

- Build and maintain strong relationships and networks with key stakeholders (internal and external) to ensure effective delivery of activities.
- Contribute to the collaborative team of engaged and high performing employees and consultants and foster a culture aligned with MLA’s vision, mission and values
- Ensure all projects comply with legal, corporate and ethical standards and are in line with the MLA Anti Bribery and Corruption Policy.
- Support a culture of employee safety and wellbeing within MLA, and role models staff engagement to support the (high) performance of immediate team and business unit.
- 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

Challenges:

- Effective project management.
- Maintaining focus and driving outcomes while working remotely without direct oversight
- Maintaining effective relationships with multiple external stakeholders.
- Working with different cultures and business approaches.

Complexities:

- Complex business environments and market access conditions across different markets
- Analysis of complex, subtle and sometimes ambiguous situations to provide leadership
- The ability to drive change when working with commercial companies and sometimes conflicting priorities

Key Relationships

| | |
|-----------------|---|
| Internal | Regional Manager SEA General Manager International Markets MLA personnel in international markets including Southeast Asia Other MLA personnel from other business units |
| External | Local importers and distributors Local Retailers and Foodservice Customers Overseas Government bodies |

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|--|---|
| | Australian government officials AMPC / AMIC / LiveCorp / ALEC Australian Exporters (boxed and live) Peak Industry Council executives |
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Other (i.e. travel required, on call)

- Occasional planned travel within Asia

Authority

What does the person have the authority to do?

- Communicate directly with in-market trade contacts, exporters and MLA global staff
- Identify, organise and implement trade programs and marketing activities.
- Manage activity budget
- Manage regional travel and associated expenses

What does the person need to seek approval for?

- Any activity which will incur a cost outside of delegated authority/budget
- Any change to agreed business processes
- Expense claims
- International travel
- Anything they are unsure of

Essential Qualifications / Skills / Experience / Competencies

- University graduate in business management, business administration, marketing, communications, agribusiness or related disciplines.
- Highly experienced in project management; excellent organisational and communication skills
- Knowledge of the Australian meat and livestock industry.
- Proficiency in English and a second language (Thai or Vietnamese)

Skills or Abilities:

- Strong ability to operate independently with minimal supervision, self-managing priorities and challenges to achieve outcomes and meet KPI's.
- Sound project management and analysis skills; attention to detail and accuracy
- Experience in coordinating and implementing trade events including large scale functions, meetings, workshops, conferences, delegations, etc
- Excellent communication skills – written, verbal and in preparation for presentations
- Demonstrated ability to manage complex stakeholder environments
- Well-developed computer skills, particularly use of MS Word, Excel, PowerPoint, Outlook.
- Capacity and willingness to spend time in the field away from home.

Experience

- At least five year's industry experience in a similar role or field.
- Proven history of successful teamwork and excellent interpersonal skills
- Demonstrated cultural sensitivity and experience.
- History or demonstration of successfully dealing and/or negotiating with international stakeholders – industry & government
- Demonstrated accountability in the areas of reporting and communication in relation to key project milestones and KPI's.