

General Manager Industry Communication & Engagement

- Outstanding industry engagement role -

Meat & Livestock Australia is a public company limited by guarantee, with over 48,000 levy paying cattle, sheep and goat producer members across Australia. The organisation is focused on creating opportunities for producers to improve profitability and sustainability by delivering market access, marketing and research services.

The GM Industry Communication & Engagement will be a proven senior executive who understands the crucial nature of communications in the context of the producer community and the myriad of other stakeholders in the broader red meat and livestock industry, including government, peak industry bodies, R&D organisations, the media and the general community.

The successful candidate will therefore:

- be able to lead the development of communication strategies that build awareness of MLA and its activities
- engage stakeholders at all levels and strengthen the company's profile with industry, government and the wider community
- build strong, effective partnerships with levy payers, government, and industry groups
- lead MLA's role in developing and implementing responses to industry challenges
- engage producers to realise the benefits of adopting R&D investments made by MLA
- provide leadership and management to a highly motivated Business Unit

To effect the above, you will require:

- strong interpersonal skills and a sharp mind
- substantial leadership and management expertise
- a sound history of engagement with rural or regional communities, ideally livestock producers
- an active network and relationship capability across agribusiness and government
- a commitment to the core cultural and organisational values of MLA and its members

This exciting role is based in North Sydney with national responsibility.

To express your interest please email your cv to theconsultant@pacificsearch.com.au quoting MLA in the subject box, and/or call (03) 9603 5000 for a confidential discussion. You will receive a position and candidate profile by return email.