



INSPIRE · NETWORK · GROW

Meat Business Women

Community Engagement Manager – Australia

Meat Business Women (MBW) is a global professional networking group for women working across the meat industry. MBW operates in Australia, the UK, Ireland and New Zealand and is recognised by the United Nations as a solution to one of their Sustainable Development Goals. Our mission is to attract, retain, and develop the best talent to ensure the sustainability of the meat sector.

MBW operates both in person and virtual events. MBW Australia works under a partnership arrangement with Meat Business Women, as the lead, in the United Kingdom.

About The Position:

- Location: Remote (Australian based)
- Employment Type: Part-Time or Contract
- Salary Range: Competitive
- Reporting to: Australian Chair of Meat Business Women
- Travel: Domestic travel for events and partner engagement

Job Description

The Community Engagement Manager is a new role, pivotal in promoting and expanding MBW's activities and partnerships in Australia.

This dynamic position requires an energetic, self-motivated individual with expertise in digital marketing and relationship management. The successful candidate will be responsible for supporting and developing existing key membership relationships while also growing the corporate membership portfolio. The position will also drive content creation and community engagement, contributing to MBW's strategic growth and development in Australia.

Key Responsibilities:

- **Brand Representation:** Act as the Australian ambassador for MBW, promoting the organisation's mission and value proposition to potential corporate members.
- **Account Management:** Manage and strengthen relationships with existing Australian corporate members, focusing on retention and increasing membership uptake.
- **Membership Growth:** Identify and pursue new growth opportunities within the corporate sector, driving expansion of the membership base.
- **Partner Engagement:** Virtual and on-site delivery to partners to build the MBW community and add value, presenting the benefits and features the global movement



INSPIRE · NETWORK · GROW

- **Engagement Strategy:** Develop and implement a comprehensive engagement strategy across the corporate membership.
- **Content Creation:** Generate engaging content for the website, campaigns, social channels, member communications, and press releases.
- **Event Support:** Assist in the planning, development, and execution of both virtual and in-person events.
- **Committee Engagement:** Establish and lead an Australian Meat Business Women Committee and chair regular committee meetings.

Person Specification

- Minimum 3 years' experience in marketing, sales, or membership management, preferably within the meat, agriculture, or FMCG sector.
- Experience in content development and management, with a solid understanding of digital marketing and tools such as Canva and Mailchimp.
- Excellent communication and presentation skills, with the ability to engage and build relationships with senior stakeholders.
- Commercially driven, detail-focused, and proactive with a 'can-do' attitude.
- Passionate about empowering women and promoting diversity in the meat industry.

Why Join Us:

- Be a part of a globally recognised organisation making a positive impact.
- Engage with a dynamic and supportive network of professionals across the meat industry.
- Enjoy a flexible, remote working environment with opportunities for growth and development.