

HEARTKIDS LIMITED POSITION DESCRIPTION – Chief Executive Officer	Approved By: HeartKids Limited Board
	Date Approved: July 2020
	Issue Date: July 2020

HeartKids Limited
Position Description



Position: Chief Executive Officer (CEO)

Status: Fulltime

Reports to: Board of Directors HeartKids Limited

Key Relationships: Chairperson and Board, incl sub-committees
Government Ministers and Department Executives
Major Sponsors and Donors
Senior Health Clinicians and Researchers

Direct Reports: National Events & Corporate Relations Manager
Grants Manager
National Database Manager
Marketing, Media & Comms Manager
Finance Manager
Action Plan Project Manager
State Managers x five

1. The Purpose of the Position

Provide leadership, accountable for management of day-to-day operations to deliver on the strategic plan and budget, as approved by the Board, driving innovation and strategic change as required.

2. Key Responsibilities

HeartKids purpose is to help Australian children, teens and adults affected by congenital heart disease, the largest cause of infant death in Australia. Our work is focused on four pillars, Support, Information, Advocacy and Research.

As CEO of HeartKids, you will be responsible for leading and managing this valuable, influential and well-regarded profit for purpose organisation. In this role, your duties will involve:

SUPPORT

- Overseeing the delivery and prioritisation of support programs and services for heart kids and CHD families and the development and implementation of new programs.
- Building and maintaining effective working relationships with HeartKids active and valued stakeholder community and growing the support base.

INFORMATION

- Overseeing the maintenance and implementation of programs to provide information, education and awareness of CHD, ensuring HeartKids remains a highly valued and trusted source of information for all stakeholders.
- Execution of the National Strategic Action Plan including delivering the initiatives ensuring compliance and reporting accuracy and value.

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ADVOCACY and AWARENESS

- Leading an advocacy program to Government and other relevant organisations for the needs of heart kids and their families, and for HeartKids in providing services for those families.
- Ensuring HeartKids operates a dynamic and effective marketing and communications strategy that protects and builds the HeartKids brand and significantly raises awareness and support, through a broad range of media.
- Establishing and maintaining relationships with key politicians and health executives at all levels of government, including state and federal government
- In conjunction with the Chairperson, serve as spokesperson for HeartKids

RESEARCH

- Collaborating with clinicians, researchers and the CHD community to understand and build upon existing Research and CHD Registry programs.

You will ensure that the operational and financial aspects of the HeartKids organisation are maintained at a high standard. This will involve:

FINANCIAL

- Managing a sustainable, diversified and adaptable fundraising strategy.
- Significantly increasing funding support of HeartKids through growing all forms of funding.
- Growing State Government support and investment through grant submissions and via strategic advocacy.
- Maintaining robust governance and risk frameworks and structures, including identifying and developing any additional policies and procedures to facilitate growth, minimise risks and ensure compliance with all constitutional, workplace health and safety, legal and other regulatory requirements.
- Attending to financial reporting requirements for relevant stakeholders including our donors, the ACNC and grants providers, such as the Federal government.
- Overseeing the financial management of the organisation and managing HeartKids’ resources within the operational plan guidelines, complying with relevant laws and regulations
- Recommending, for approval by the Board, an annual budget and related cash flow projections
- Ensuring up to date organisational policies and procedures are in place and communicated across the organisation, to support implementation of the strategic plan and minimise organisational risk
- Supporting the Board to fulfil their obligations in relation to compliance, governance and risk management, including preparation of meeting minutes, agendas, quality reports and other supporting material
- Reviewing the HeartKids Constitution to identify any areas requiring amendment from time to time, as appropriate

FUNDRAISING AND REVENUE STREAMS

- Managing a sustainable, diversified and adaptable fundraising strategy.
- Significantly increasing funding support of HeartKids through growing all forms of funding.
- Growing State Government support and investment through grant submissions and via strategic advocacy.
- Work with the HeartKids board to leverage on existing philanthropic relationships and opportunities.
- Represent the organisation at the most senior philanthropic levels.

STRATEGIC and OPERATIONAL

- Overseeing the efficient and effective day-to-day operation of HeartKids and ensuring compliance with legal and regulatory requirements.

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- Providing quality Management and Board reporting.
- Working with the Board and other key stakeholders to develop the strategic plans of HeartKids
- Developing for Board approval, Annual Plans to implement agreed strategies and initiatives to achieve the Strategic Plan
- Providing strategic advice and solutions as appropriate to the Board to proactively capitalise on opportunities and mitigate risk to HeartKids

PEOPLE

- Leading, coaching and developing a team of high performing employees and volunteers, building a cohesive and inclusive culture across the national and state teams.
- Ensuring the structure, people and processes are optimally aligned to deliver on strategic objectives and achieve the goals of the Strategic Plan
- Driving a high-performing culture with highly engaged and motivated teams
- Develop excellent relationships with key stakeholders, donors, supporters and partners

3. Attributes required

- Goal-oriented with a strong focus on delivery and demonstrated ability to assess priorities and manage a variety of projects
- Driven, dynamic and energetic, with a passion to innovate, drive new initiatives to change and grow an organisation
- Excellent interpersonal, communication and presentation skills with the stature and empathy to effectively interface with a range of stakeholders, being the board, staff, Australian and State Governments, the corporate sector, the HeartKids community, clinicians, researchers, policy makers and a diverse range of internal and external stakeholders.
- Alignment with HeartKids Vision, Purpose, Values and Code of Conduct

4. Qualifications required

- Tertiary qualifications, in commerce or business, marketing, communications and/or philanthropy
- Relevant industry and leadership experience, preferably more than 10 years
- Proven track record of developing and executing strategic plans to achieve agreed outcomes and targets
- Demonstrated capability in:
 - Growing income streams, building awareness, donor and supporter databases, marketing communications and fundraising principles
 - Lead, shape and influence health or government policy, advocating on behalf of the community
 - Leading, coaching and motivating a high performing national team to achieve KPI's
- Current driver's license, Working with Children and Criminal History clearances

5. Key Performance Indicators (KPIs)

KPIs will initially be set as the following range of deliverables. These will be reviewed during the first six months with yourself and the Board.

- Achieve income and surplus targets and closing reserves targets each year, as determined by the Board. Targets for 2020/21 will be in line with the budget as already approved by the Board.
- Build a high performing, engaged culture and team, measured by a 360 review and/or staff survey.
- Build strong stakeholder relationships with all relevant stakeholders, donors and sponsors, clinicians, researchers, the Board, relevant Federal and State Government stakeholders - to be measured by a 360 review and/or survey.
- Deliver the agreed growth in the income pipeline and the donor database.
- Successfully deliver 2020/21 major fundraising campaigns (Sweetheart Day, SuperBoss Day and Two Feet & a HeartBeat), building on previous results.

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- Successfully achieve targets for growth in delivery of support and research programs
- Achieve deliverables as set out in the Action Plan
- Strategic and Operational Plans in place for 2021 and beyond.

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.