



Westmead Hospital Foundation

Position Description – Chief Executive Officer

Title	Chief Executive Officer
Position Location	Westmead Hospital, Hawkesbury Road Westmead NSW 2145
Reports to	The Board of Westmead Hospital Foundation
Reports in	Four (1 x f/t, 3 x p/t)

Background

The Westmead Hospital Foundation (WHF) was established in 1990 and is the principal charity and fundraising arm for Westmead Hospital – the principal referral hospital for Western Sydney. Based within the Westmead Health Precinct - one of Australia’s largest health, education, research, and training campuses – the Hospital is nationally renowned for the comprehensive, highly specialised, and complex health services it provides to the local and broader community. It is a major participant in the Western Sydney economy.

Role Purpose

The CEO is accountable to the Board and responsible for the effective implementation and achievement of the Foundation’s strategic, operational and fundraising plans; ensuring such plans provide community impact and financial sustainability well into the future. The CEO will be responsible for building operations and team and team culture to underpin growth.

Critical to this leadership role will be the effective management of stakeholders including the Hospital community, patients, support networks, health professionals, the local community, business, and influencer groups. Best practice, strategic fundraising combined with a strong commercial ability and decisions are required to meet aspirational income targets. This role requires a lateral, creative thinker with excellent communication skills and experience in growing a for-purpose organisation. The role also requires an experienced leader who can enhance a strong team culture, create role clarity and accountability for the team, whilst nurturing the autonomy required for innovation.



Key Accountabilities

Strategic

- Provide vision, direction and leadership in the implementation of the Foundation's strategic mission and objectives.
- Grow the profile and influence of the Foundation, particularly in Western Sydney.
- Support and lead the Foundation into a period of sustainable financial growth by identifying and implementing new strategic initiatives and funding opportunities.
- Lead and develop the culture of the Foundation to ensure the high performance of a cohesive team that is both innovative and accountable, building a high level of credibility in the sector and beyond.

Financial and fundraising

- Develop a financially sustainable business plan consistent with the Board's strategy.
- Utilise existing and new networks to grow revenue for the Foundation.
- Establish a diversified funding strategy including, but not limited to corporate partners, third party contracts, philanthropic trusts and foundations, community groups and high net worth individuals.
- Provide leadership in developing fundraising targets and plans with staff and the Board.
- Oversee the Foundation's fundraising activities through events, grant applications and engagement with corporates, government, community groups and high net worth individuals.
- Develop and manage a risk management plan for the Foundation.

Stakeholder Management

- Continue to build the stakeholder base that supports the work of the Foundation, seeking greater collaboration and engagement towards shared goals, in particular with Westmead Hospital.
- Lead the Foundation's advocacy activities in Western Sydney to ensure the profile of the organisation is held in high regard with local government members, local businesses and the community more broadly.
- Continue to build and engage the support community of the Foundation as they invest their time and money in helping to achieve the Foundation's mission.
- Represent the Foundation in the public domain.

Organisational Management

- Take responsibility for the effective operation of the Foundation.
- Take responsibility for the preparation of annual budgets, forecasts and financial reports, with the support of the team, for presentation to the Board on organisational performance.
- Manage the budget approved by the Board and monitor budgets and forecasts against performance.
- Provide leadership to staff, including direction and support (both paid and volunteer).
- Set KPIs and performance reviews for staff in accordance with strategic priorities.
- Oversee the effective communication processes with volunteers, donors and other stakeholders.
- Oversee the brand, marketing, events, communications and public relations plan.



Governance

- Manage the affairs of the Foundation in accordance with agreed objectives and policies.
- Build the Foundation with appropriate regard to corporate, structural and governance standards.

Skills, Knowledge & Expertise

- Relevant formal academic qualifications.
- Solid for-purpose leadership experience.
- Exemplary track record in strategic, best practice fundraising.
- High level of emotional intelligence and interpersonal communication skills.
- Significant track record of achievement in organisational management, leadership and strategic development.
- Proven track record in management of complex stakeholder relationships.
- Demonstrated experience in making formal and informal presentations to professional bodies, philanthropists, patients and other stakeholders, including senior medical professionals and business professionals.
- Experience and understanding of processes for ensuring and monitoring accounts, financial records, management accounts and cashflow functions.
- Solid marketing skills, including handling the media and managing communications and PR campaigns.
- Whole system change capability, including CRM database.
- Demonstrated understanding of good governance practice and ability to work effectively with a Board.

Key elements of fit

- Team player with a collaborative approach (not a sole player/dictator).
- High emotional intelligence.
- Focus on employee and partnership empowerment (not command and control).
- Values people and their contribution.
- Has integrity, is honest and ethical.
- Is resilient, flexible and approachable.
- Committed to engaging with and partnering with the community.
- An ability to lead, mentor and work with the team.

Personal Attributes

- A genuine commitment and passion for improving health services for people in Western Sydney.
- Demonstrated capacity for creative, strategic thinking around new ideas and opportunities.
- Entrepreneurial spirit with the ability to use initiative appropriately.
- Self-starter who is results driven.
- Decisiveness and soundness of judgement.
- Ability to tackle issues head on and lead courageously.
- Accountable and able to take responsibility.



- A desire for continuous improvement, actively seeking feedback.
- Ability to clarify and share expectations.