

Position Description – CEO

Job Title	CEO
Reports to	Board of Directors
Location	Sydney
Direct Reports	GM – Operations and Programs GM – Marketing and Fundraising Manager Policy and Research Manager National Healthcare Relations Manager (Based in Melbourne)
Key external relationships	Government, sponsors, community.
Date Created	February 2022
Award	Common Law Contract
Term	5-year contract

THE ORGANISATION

The Macular Disease Foundation Australia (MDFA) is a national for-purpose organisation. Its purpose is to reduce the incidence and impact of macular disease – the leading cause of legal blindness and severe vision loss in Australia. There are 8.5m Australians at risk or living with macular disease. MDFA has four pillars of work – prevention and early detection, supports and resources, advocacy, and research. Ita Buttrose AC OBE is the proud Patron of MDFA.



ROLE PURPOSE

The primary purpose of the Chief Executive Officer (CEO) role is to advance the aims and strategic imperatives of MDFA through effective and efficient leadership and management. The CEO has strategic and operational responsibility for shaping and implementing MDFA's vision, direction, and delivery of its business operations in fulfilling its purpose.

KEY RESPONSIBILITIES

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

Critical to this leadership role will be:

- The effective management of key stakeholders including government, the macular community, support networks, health professionals, corporate partnerships and advocates.
- The implementation of a robust and visionary strategic plan, leveraging real and potential opportunities to grow the organisation and its impact.
- The development of an engaged, collaborative and high performance team, underpinned by a committed board and a wide variety of stakeholders, including volunteers and ambassadors.
- A commitment to ensuring MDFA is positioned as the peak body and advocate for the needs of people with macular disease.
- The digital transformation of MDFA programs and services.
- Identification and development of new fundraising and funding opportunities.

KEY ACCOUNTABILITIES

Strategic Leadership and Vision

- In conjunction with the Board, support and lead MDFA into its next dynamic period of sustainable financial growth by identifying and implementing new strategic initiatives and opportunities for improved impact for the macular disease community.
- Provide vision, direction, and strong leadership in the implementation of the organisation's purpose and strategic objectives.
- Grow awareness of macular disease and continue to build MDFA's brand and reputation as the representative body for the macular disease community.
- Foster sector and government collaboration ensuring MDFA's purpose and functions are understood and valued.
- Represent the community and MDFA to key stakeholders including government, media, key industry and professional forums and stakeholder groups.
- Identify and implement new strategic initiatives and leverage opportunities for sustained growth for improved impact for the macular disease community.

Organisational Leadership and Management:

- Lead and develop the culture of the organisation 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.
- Ensure that the organisation has the resources (human, material and financial) to operate as effectively as possible.
- Provide clarity and direction to staff and volunteers in delivering programs and initiatives and promoting individual and collective accountability and KPIs.
- Oversee effectiveness and efficiencies of all programs and ensure stated objectives are being met.
- Lead an ongoing technology transformation, working with the MDFA team and external providers to ensure that its systems and processes are efficient and fit-for-purpose.
- Oversee MDFA's marketing and public awareness campaigns to optimise impact and cost effectiveness, aligned to strategic priorities.
- Ensure that effective systems, processes, operational policies, and practices are in place and understood by staff and volunteers.

Stakeholder Engagement and Communications

- Lead MDFA's engagement with key stakeholders, partners, investors, volunteers, ambassadors and advocates.
- Lead MDFA advocacy initiatives and activities by nurturing and building government relationships with relevant political, government and key stakeholder decision makers and influencers.
- Take a policy leadership role in influencing and advocating for macular disease support.
- Continue to build and engage the support of the community and demonstrate that they are being heard and how their investment is supporting the wider community.
- Represent MDFA in the public domain.

Fundraising

- Develop existing and new networks to identify and leverage new funding opportunities.
- 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.

Financial and Risk Management

- Develop a financially sustainable business plan consistent with the MDFA's strategic plan
- Manage approved annual budgets, develop forecasts and reports on financial management and investment performance.
- Provide direction and oversight to fundraising campaigns and activities including government grant applications.

- Regularly review and update the Risk Management Plan, identifying new risks and risk mitigation strategies to present to the Board.
- Ensure compliance with funding agreements and oversee development of high-quality, transparent performance reports to government and corporate investors ensuring contract obligations are met.

Governance

- Support the Board in its role of setting strategic direction by providing high level, timely, relevant advice, and information.
- Work with the Board in the co-development of strategic plans. Develop annual plans and budgets aligned to strategic plans and provide timely reports on achievements and results.
- Oversee risk management reviews, risk mitigation and reporting to the Board.
- Support the Board fulfil its functions and that of its committees.
- Ensure that MDFA meets its legal and regulatory compliance obligations and provide timely reports to the relevant bodies.

SKILLS, KNOWLEDGE AND EXPERTISE

- Senior leadership experience at CEO or executive level in successfully leading a complex or peak body organisation.
- Demonstrated ability to engage and build trusted relationships across a wide range of stakeholders including government, corporate and philanthropic partners and the macular disease community more broadly.
- Proven ability to drive cultural change across an organisation that has included people, policy and systems.
- A track record of leading or supporting successful fundraising and sourcing funding opportunities is a valuable attribute.
- Evidence of having led a digital transformation, including CRM database and an understanding of how technology can be leveraged to increase efficiency and service delivery.
- An accomplished and influential communication skills with the ability to communicate key messages succinctly and clearly, both verbally and in writing, including skills in media and policy engagement.
- Demonstrated understanding of good governance practice and ability to work effectively with a Board.
- Proven track record in strategy development, project, budget & resource management.
- Sound accounting, financial control and reporting skills.
- A passion and deep respect for the mission of MDFA, as well as enthusiasm to grow the organisation and deepen its impact, is critical.
- MBA or degree in business or similar discipline.

PERSONAL QUALITIES AND VALUES

- Alignment to MDFA's purpose and impact goals and a genuine commitment to community well-being and empowerment.
- Experience in community awareness campaigns – ideally in a health-related environment.
- Experience in advocacy or program support for communities.

KEY DOCUMENTS

Summary Strategic Plan 2021-24

Annual Report 2021 <https://www.mdfoundation.com.au/resources/annual-report-2020-21/>

Website: <https://www.mdfoundation.com.au/>

Video Links: <https://youtu.be/765jtrCIFgs>