

CEO POSITION DESCRIPTION

Position Title	Chief Executive Officer (CEO)
Reports to	Board of Directors
Location	Ideally Sydney, Melbourne or Bathurst NSW
Capacity	Fulltime
Date	September 2023

Business Overview

Campbell Page is a not-for-profit employment and community services company embarking on new opportunities to scale up its social enterprise operations.

Established in 1985, Campbell Page has grown to provide diverse employment, community, and commercial services, with a robust commitment to helping individuals secure and maintain jobs. The organisation now has operations in NSW, QLD, VIC, and SA, offering specialised support for those with prolonged unemployment, illnesses, or disabilities, and assists with pre-employment training. Their services span permanent recruitment, bespoke programs for Indigenous, youth, and families—ranging from homelessness assistance to wellbeing education.

Key to Campbell Page's future growth lies in the CEO's ability to lead the organisation through this important transition. Providing the foundation for contract securitisation and social enterprise growth now that Campbell Page has joined VERTO group.

Role Purpose

The CEO's core responsibilities span from shaping the company's strategic trajectory, championing business development endeavours, upholding rigorous governance and financial protocols, to fostering an inclusive workplace culture. The CEO will carefully balance Campbell Page's social impact agenda, reshape and build the organisation's commercial strength, while maintaining operational excellence.

Immediate tasks for the CEO include a smooth transition into the VERTO family while preserving Campbell Page's distinct identity, orchestrating a surplus-yielding budget for FY25, and reinforcing the company's positive culture, and commitment to its customer's post-acquisition.

In addition, consideration to the diversification of revenue streams, means that knowledge of both social enterprise and philanthropy would be advantageous. Opportunity lies in scaling up Campbell Page's social enterprise operations – *EcoCrews* and *Careflex*.

Primary responsibilities

Strategy

- Lead the overall strategic direction of the company, aligned to Campbell Page's vision, purpose and values.
- Develop and implement plans to achieve the strategic outcomes.
- Monitor sector trends and the competitive landscape to identify opportunities, threats and potential areas for growth, diversification, improvement and innovation.
- Evaluate potential partnerships to expand the company's market presence and capabilities.

Business Development

- Secure existing government contracts (Disability Employment Services) and develop a strategy to enable Campbell Page to proactively target new and relevant opportunities.
- Foster and maintain relationships with key stakeholders, including all levels of government and industry associations.
- Lead social enterprise, philanthropic and/or commercial activities to diversify revenue.

Governance and Financial Management

- Work effectively with the Campbell Page Board and the subcommittees. Maintain strong communication and relationships. Ensure the Board Governance Agenda is achieved and that quality board papers are prepared and delivered on time. Implement board decisions.
- Lead appropriate quality, compliance and legislative frameworks for all parts of the business and in particular government tenders. Ensure effective risk and WHS management structures and systems are in place.
- Ensure strict adherence to ethical standards and corporate governance principles.
- Lead crisis management and risk mitigation strategies to ensure Campbell Page is well prepared to handle unforeseen challenges effectively.

People and Culture

- Develop a positive working relationship with VERTO Group Executives and Board to influence commercial decisions that impact Campbell Page.
- Ensure top talent is in place with the right organisation structure and capabilities to implement the strategy.
- Develop and nurture a healthy, diverse and inclusive work environment that attracts and retains talent, including promoting staff development.
- Provide strong leadership and guidance to the senior leadership team and all staff, fostering Campbell Page's customer and performance focused culture and values.
- Manage all elements of a talent plan including performance management of the leadership team, remuneration and succession planning.

Operational Management

- Oversee the day-to-day operations of the organisation, ensuring effective execution of plans.
- Develop and achieve financial, operational and culture KPIs.
- Ensure brand integrity and effectiveness for the organisation.
- Represent Campbell Page in public forums, conferences and media interactions, serving as the primary spokesperson for the organisation.

Short term drivers of success

Having just joined VERTO Group, there are also short-term priorities that the new CEO will need to address:

- Complete the transition to be part of the VERTO Group with Campbell Page retaining its own board, strategy and branding, to:
 - find efficiencies in corporate services with VERTO Group
 - share best practice in employment services – especially the Disability Employment Services contract, and
 - partner with VERTO to drive business opportunities such as Careflex.
- Develop a budget for FY25 that will deliver a surplus.
- Demonstrate proof of concept with EcoCrews and large commercial contracts.
- Rebuild the culture post an acquisition and financial challenges, keeping our customer focused orientation to drive performance.

Requirements for the role

Key Skills, Experience and Attributes

- Commercially astute leader with strong financial acumen and a multi-dimensional approach, adept at leading dispersed and purpose driven organisations.
- Demonstrated understanding of not-for-profit/for-purpose social enterprise principles and practices.
- Proven experience successfully leading organisations through change, after mergers and acquisitions.
- Results-oriented with a proven track record of increasing revenue by identifying, developing and implementing profitable growth strategies.
- Evidence of successfully pitching to govt ideally for employment services contracts.
- Demonstrated success in building for scale and operational transformation.
- A strong commitment to ensuring data driven, evidence-based decision making.
- Proven ability to work with a Board of Directors and strong knowledge of good Governance Standards and Practice.
- Demonstrated experience and presence, and proven networks working across a blend of business, government, corporate and/or community groups and philanthropists.
- Sound knowledge of different career pathways and organisational structures/design within the government and private sectors.
- Exceptional communication skills, including public speaking, and developing and delivering an effective business development pitch.
- Excellent problem-solving, negotiation and conflict resolution skills.

Qualifications, Memberships and Licences

- Relevant tertiary qualifications in Business and/or Education.
- Post graduate qualifications including a Master of Business Administration highly desirable.
- Probity: Satisfactory completion and maintenance of Police and Working with Children's Checks.
- Current driver's licence and safe driving record.
- The ability to travel as required.