



CHIEF EXECUTIVE OFFICER

ROLE DESCRIPTION

Organisational Profile:

Coeliac Australia (CA) is a not for profit organization configured as a company limited by guarantee. Coeliac Australia is a membership-based organisation whose purpose is to enhance the lives of Australians with coeliac disease and related conditions whilst we drive the search for the prevention and cure for coeliac disease. As the leading national registered charity offering membership, support and credible information services to Australians with coeliac disease and associated conditions requiring a gluten-free diet we strive to:

- Drive the national research agenda in partnership with lead researchers and institution
- Link people with coeliac disease to information, education and support where and when they need it
- Advocate to the international community, federal government, health professionals, food industry and business for health initiatives
- Ensure a financially sustainable future for the organisation.

The Role:

The Chief Executive Officer (CEO) provides the leadership and strategic management of Coeliac Australia. This position reports to, and subject to the direction of, the Board of Coeliac Australia. The CEO will provide the vision and develop the strategic direction of the organization on behalf of its members. The role requires leadership of the senior management team and to all CA staff (including volunteers) regardless of their role within CA. This requires the promotion of a positive workplace environment. The CEO is expected to drive improvement and productivity while ensuring efficient operations of the organization.

This role presents a unique opportunity to lead a well-established, well-respected organisation on its next steps towards growth and sustainability.

Key Responsibilities:

	Outcome
Developing and implementing a clear and strong vision for Coeliac Australia	Through consultation with all stakeholders, establish a strong vision statement which represents all stakeholders and is the base from which strategies are driven

<p>Diversifying and growing revenue streams to ensure ongoing financial sustainability</p>	<p>Increase the revenues of CA by building on existing revenue streams and the introduction of new partnerships. Manage CA finances to demonstrate financial growth annually of more than 5%. Budget submissions to be prepared every 6 months and expenditure and income to be monitored and kept within allocations.</p>
<p>Driving innovative and effective operational activities to deliver the strategic plan</p>	<p>Lead strategic planning workshops to create strategic plan which has broad representation. Conduct reviews regularly to ensure the plan is contemporary and reflective of the values of CA. Ensure strategic KPIs are communicated and understood by the CA team. Be prepared to demonstrate to the CA Board how the strategic plan KPIs are being pursued on a quarterly basis.</p>
<p>Leadership and direction of a high performing team to ensure the organisational culture provides respect and engagement with all staff</p>	<p>Ensure the staffing structure of CA meets the strategic needs of the organisation and that appropriate governance surrounds the appointment and monitoring of all staff. Consistent position descriptions are in place for all roles with clear responsibilities outlined. Business units are delivering high quality service to all members and external parties. Ensure a safe and collegial work environment for all staff.</p>
<p>Fostering sustainable and collaborative growth of relationships with key stakeholders, including members, the food services industry, health sector, related international organisations and other business stakeholders</p>	<p>Lead the establishment of new partnerships with external stakeholders to demonstrate a two-way value proposition where businesses want to be partners with CA and CA benefits from links with profile organisations. Provide a welcoming, inclusive partnership environment for any prospective new partners. Demonstrate strategy on how to attract and retain external partners.</p>
<p>Maximising the engagement with and input of members and volunteers</p>	<p>Create a positive experience for any members who volunteer their time in any capacity with CA. Develop a strategy which shows how the organisation will engage with their members and show how remaining a part of the organisation will deliver value to them.</p>
<p>Identifying any opportunities to enhance outcomes for people with coeliac disease</p>	<p>Demonstrate growth in numbers of people with CA joining the organisation. Develop a multi-level strategy designed to capitalise on existing membership but</p>

	to also make being a part of CA for those with coeliac disease is an important step their health management. Establish CA as the authoritative voice for people with coeliac disease, particularly when it comes to potential cures or innovative medical interventions.
Overseeing organisational governance and compliance	Ensure CA's operational practices complies with all relevant legislation. Establish and manage a suite of relevant policies reflective of best practice for a contemporary business and be prepared to demonstrate to the Board how this is being achieved.

Key Accountabilities:

- Accurate and timely full disclosure of information to the Board
- Achievement of annual operational plans and Key Performance Indicators determined by the Board in consultation with the CEO at the commencement of each financial year
- Policies and procedures that are current and relevant
- Identify, manage and monitor organisational risk
- Compliance to all statutory, regulatory and legislative requirements

Selection Criteria:

Personal characteristics

- A decisive, energetic, empowering and inspiring leader of staff and volunteers
- A builder of teams and individuals
- Outcomes and outward focused
- Demonstrated values which align with those of CA.
- Flexible & able to respond to change quickly
- Strong collaborator

Knowledge

- Tertiary qualifications in business or in management is essential
- Knowledge and experience in the health and not for profit sector is desirable

Essential skills

- Excellent government relations & advocacy skills & experience in campaign or event management/leadership
- Organisational leadership & management skills with a demonstrated ability to inspire & motivate staff and build a collaborative and effective organisational culture

- Financial management & budgeting skills at a high level
- Strong relationship building & networking skills
- Experience in growing & diversifying revenue along with monitoring and evaluation.

Experience:

- At least five years senior leadership experience in a similar leadership role is highly desirable
- Experience leading and managing successful teams
- Experience in strategic planning and reporting.
- Working with and reporting to a Board.

Dated: January 2024