

## Position Description

# Chief Executive Officer

May 2018

<b>Reporting to:</b>	Chair of ReachOut Australia	
<b>Direct Reports:</b>	6 - 8	
<b>Status:</b>	Permanent	Full time
<b>Salary range:</b>	Commensurate with qualification and experience	
<b>Location:</b>	Sydney	

## About the organisation

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times – and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service over 20 years ago. Everything we build is based on the latest evidence and designed with experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 132,000 people in Australia every month. That's more than 1.58 million each year.

ReachOut has 42 FTE staff and is based in Pyrmont NSW. Supporting the work of the staff is a Youth Ambassador Program with more than 50 active volunteers spread across Australia



### ReachOut Australia

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## About the role

Reporting to the Chair of the Board, you will lead and guide ReachOut Australia to deliver on its vision and mission. Using your exceptional communication skills, you will engage and collaborate with a wide variety of stakeholders, including funders, corporate partners, government and sector leaders.

You are a lateral, creative thinker with strong business insights, proven advocacy and government relations skills and you have experience in influencing systemic change. Your leadership style builds a strong team culture, creates clarity and accountability for the team, whilst fostering the autonomy required for innovation. You will be capable of leading across all function areas (marketing, research, fundraising, finance, digital innovation etc) to ensure both funds and profile are raised.

## Your key responsibilities are:

### **Developing a compelling and clear vision and direction for the organisation**

- Build a compelling strategy for the future.
- Set a clear direction and bringing clarity of purpose to the organisation.
- Anticipate strategic issues, initiating critical thinking and developing appropriate strategic directions and plans.

### **External reputation building and stakeholder management**

- Be the public face of ReachOut Australia and continue building the organisation's reputation across the broader community through high impact public speaking.
- Establish relationships with key supporters, sponsors and partners including individuals, corporate partners, major funders, the media, government and other NFP's.
- Positively lead and represent ReachOut's vision, mission, values and service approach.
- Serve as the main official representative, ambassador and communicator with the public, relevant government departments and the media.

### **Lead an efficient and effective organisation that maximises its impact**

- Lead the organisation competently, ensuring its resources are allocated efficiently while also ensuring the organisation meets all relevant laws and regulations.
- Lead in the securing of philanthropic funds, grants, sponsorship and revenue generation strategies to ensure the financial sustainability and resilience of the organisation
- Lead the organisation to ensure sustainable development and high impact.
- Recruit, direct, inspire, coach and develop staff.
- Lead a communications and media strategy that secures effective coverage of ReachOut's activities and builds on its strong reputation and public and professional image.

## You will work closely with:

With	Purpose
1. ReachOut Board	<p>The Board works closely with the CEO to further ReachOut' s goals and to broaden its support base. Together they regularly review the overall operation, vision, mission and organisational goals.</p> <p>The Board is responsible for the selection, ongoing evaluation and performance management of the CEO.</p> <p>The CEO sustains and builds relationships with the Board of Directors and keeps the Board informed of all critical events and issues.</p>
2. Leadership Team	<p>The CEO provides ongoing leadership, management and support</p>

## To be successful in the role, you need:

- A consistent track record of successful executive leadership, and leading and inspiring an organisation.
- Excellent interpersonal and communication skills that you use to effectively liaise at all levels, both internally and externally.
- Proven influencing skills to drive new, and extend existing, partnerships.
- Excellent presentation skills with an ability to engage a variety of audiences with ReachOut' s objectives and outcomes.
- Strong commercial acumen.
- Strong financial skills including the ability to manage a P&L and balance sheet and maintain prudent oversight of the financial status and performance of ReachOut and the annual budgeting and regular forecasting processes.
- Proven digital expertise.
- Excellent relationship management and partner engagement skills.
- Ability to build links with other partner organisations at Board and CEO level through effective networking skills.
- Previous success in generating resources to scale an organisation's impact.
- The presence to represent ReachOut and build effective relationships at senior levels of Government and business.
- To personify ReachOut' s values and behaviours, including a passion for and dedication to improving young people's mental health and empowering them to play a role within the organisation.

**It will be useful to have:**

- Worked in the Not for Profit sector.
- Worked in the mental health sector and/or have qualifications in the field of mental health.
- Experience in lobbying, and managing relationships with, government.
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