

POSITION DESCRIPTION

CHIEF EXECUTIVE OFFICER

POSITION DETAILS			
Position:	Chief Executive Officer		
Reports to:	Chairman of the Board		
Award:	Award Free		
Term of Employment:	Full Time		
Number of direct reports:	4	Number of indirect reports:	4
Location:	Armidale, NSW or other location as agreed by Board.		
Enquiries to:	Chairman of the Board, Marc Greening - 0411 043 039		
Applications to:	hr@herefordsaustralia.com.au		

Organisational Context

Herefords Australia Ltd (HAL) is one of Australia's largest beef breed organisations with a mission to produce high quality beef for the Australian beef industry from Hereford based cattle. As well as publicity and member services, the organisation operates a number of sub committees under charter that run discrete activities such as the national show and sale. With a membership of approximately 1500, HAL provides a range of services to seedstock operators and commercial producers across the nation. These services include animal records and registry, DNA testing, BREEDPLAN services and EBVs, and marketing and promotional support. The company also undertakes R&D and extension activities to enhance breed genetic performance.

Standards and Expectations

The Chief Executive Officer must adhere to HAL's standards and expectations:

1. Honesty, integrity, and ethical conduct at all times;
2. Excellent interpersonal and communication skills, including tolerance and the capacity to develop rapport with a wide range of stakeholders;
3. Leading and supporting staff to achieve their highest standard of work; and
4. High levels of motivation, initiative, and innovation.

Position Profile

HAL is striving for growth for the breed with improving market share as a major target. This will be delivered through the CEO implementing strategies that support the long-term financial stability of the business and creates pull through demand for Hereford and Hereford cross cattle for the benefit of the members.

The Chief Executive Officer (CEO) plays a key role in the development of breed and company strategy and other key policy issues. The CEO reports the status of the business to the Board of directors, motivates employees, and drives change within the organization. The CEO is responsible for all aspects of the day-to-day functioning of the Herefords Australia Limited (HAL) office and business, ensuring that the range of services offered to the membership is delivered in an efficient, professional, and cost-effective manner. The CEO is the person who is ultimately accountable for company business decisions, including those in operations, marketing, business development, R&D, finance, and human resources. The CEO represents the company and has responsibilities with respect to stakeholder engagement and media.

Accountability

The CEO will report directly to the Chairman of the Herefords Australia Limited Board, and will be accountable for all aspects of the day to day functioning of the company office, as well as company business decisions, in line with company policies, procedures, and regulatory and legislative requirements. They will also be expected to contribute to projects and teams, and ensure that they keep the Board, as well as relevant staff and stakeholders, briefed throughout. They will strive to exceed quality work standards and member service satisfaction levels.

Key Responsibilities

Key responsibilities include:

Organisational Strategy and Governance

- Assist the Board in formulating a 3 – 5-year strategic plan through provision of information, guidance, and recommendations (from current, meaningful, complete, accurate and concise external and internal information) to enable the Board to analyse, evaluate and make decisions on options and alternative strategic directions
- Execute the strategy in line with board direction, lead strategic plan reviews, deliver an annual implementation plan that aligns directly to the strategy and enables staff to develop detailed work plans.
- Provide written and verbal periodic reports to the Board and more frequently to the Chairman on issues relevant to fulfilment of the strategic plan
- In consultation with the Board, plan, develop and implement policy to meet agreed performance, outcome, and budget targets within agreed time frames
- Manage the annual Board of Directors Election process and the Annual General Meeting (AGM) of the Company within all prescribed statutory and legal requirements
- Organise and attend all HAL Board meetings and board committee meeting in the capacity of CEO
- In association with the Board of Directors, maintain the Company Constitution and Company Regulations

Day-to-day operations

- Delegate duties to internal and external resources in accordance with approved delegations and to supervise performance of duties and report to the Board in writing and verbally
- Manage key company programs as delegated by the Board of Directors
- Manage all company supplier agreements and contracts

Finance

- Oversee the annual audit of the company and the provision of the annual audited financial statement, including the submission of these to relevant authorities such as ASIC
- Provide the Board annually with an annual budget (January – December financial year)
- Develop a 3 year financial plan that supports the delivery of the strategic plan
- Manage and control expenditure within agreed budgets and delegated authority levels and oversee the provision of monthly financial reports.
- Report to the HAL Finance, Audit & Risk Committee monthly on the financial performance of the business and the investment portfolio

Stakeholder and Media Management

- Represent Herefords Australia interests with our business partners, including MLA, AGBU, ABRI, Neogen, ARCBA and others as required
- Act as a media spokesperson for the company or as required work with the Chairman and/or the Board to ensure appropriate and consistent messages are provided to the media from designated spokespeople
- Promote the Hereford breed at all levels of industry
- Represent HAL at industry events and act as an advocate/ambassador for the Hereford breed at such events

Staff Management

- Recruit, manage, develop and performance review all direct reports

Workplace Health and Safety (WHS)

Contributing to a safe and healthy workplace by:

- Following WHS instructions, policies and procedures;
- Reporting accidents and hazards and addressing potential risks;
- Working to ensure both your own and others' safety; and
- Actively participating in WHS meetings, suggesting improved risk and hazard mitigation.

Prepared by:	
Approved by:	
Date Approved/Updated:	
Version No:	

Employee Acknowledgement

Signed by:	
Print Name:	
Date:	

Selection Criteria**Essential:**

1. Tertiary qualifications in a relevant discipline (Agriculture, Commerce)
2. Post graduate qualifications in management or business (desirable) or membership of a relevant professional body
3. An understanding of contemporary Australian agricultural issues with a particular emphasis on the Australian beef industry
4. Extensive red meat & livestock industry network and strong industry reputation
5. Extensive experience developing and implementing strategic and/or business plans
6. Developing annual budgets and financial management control and oversight experience
7. Previous executive experience
8. Previous experience in managing a team and/or direct staff responsibilities
9. Media and presenting skills
10. Stakeholder engagement experience
11. Current certified Q fever and COVID-19 vaccination
12. A willingness to muck into all aspects of the company and be hands on when required

Personal Attributes

- Honest and open
- Self-directed
- Motivated
- Critical thinker
- Professional
- Organised
- Empathetic.

Desirable

1. Previous experience in reporting to a Board of Directors (highly regarded)
2. Understanding of and experience in working in a Member-based organisation