

# Chief Executive Officer Position Description

**Position Title:** Chief Executive Officer

**Employment Type:** Part-time (0.6 FTE with some flexibility in times)

**Reports to:** Board of Directors

**Direct Reports:** Operations Manager, Communications Manager

**Location:** Remote

## Organisation context

The Association of Massage Therapists (AMT) is a professional not-for-profit association representing over 3,500 massage therapy practitioners across Australia. AMT operates with a small, dedicated team of 8 staff including the CEO, Operations Manager, Communications Manager, and 5 additional support staff.

## Vision

Australians have access to safe, ethical and evidence-informed massage therapy treatment within the Australian health care system.

## Mission

- Our mission is to:
- Support our members
- Professionalise practice
- Educate and inform the public and other healthcare professionals.

## AMT values

- Best practice: We support our members to deliver evidence informed, skilled and ethical care
- Participation: We encourage our members to connect and engage with colleagues
- Leadership: We have set the agenda for industry advocacy since 1966
- Openness: We strive for the highest standards of transparency and accountability
- Client focus: We put quality and safety of care at the heart of our agenda

## Primary purpose of the CEO

To lead the Association by setting and executing strategy, ensuring effective operations, and representing AMT members' interests internally and externally. The CEO works with the AMT Board to shape direction, model the Association's values and culture, and connect strategic intent with operational delivery.



## **Key responsibilities**

### **Strategic leadership, representation and advocacy**

- Provide leadership, advice and support to staff and AMT members, and take a leadership role in the massage therapy industry
- Exemplify integrity and organisational values, fostering a positive culture across AMT
- Build relationships with government agencies, health funds, registered training organisations, policy makers, legislators and other relevant stakeholders to represent the interests of AMT members
- Identify opportunities to proactively influence high-level conversations affecting massage therapists and AMT
- Advocate for AMT members and the massage therapy profession in line with AMT's strategic plan, values and member needs
- Serve as the primary spokesperson for the Association both internally and externally.

### **Strategic planning and implementation**

- Monitor the massage therapy industry landscape and broader healthcare environment to identify emerging trends, opportunities and risks
- Maintain awareness of political, governmental, business and industry components of the external environment
- Proactively position AMT for the future while addressing current issues
- Make recommendations to the Board on strategic direction and work collaboratively with the Board to develop the strategic plan
- Hold overall accountability for implementing the strategic plan.

### **Board support and governance**

- Provide mentoring and leadership to senior staff and AMT Board members
- Ensure the Board has sufficient information to make well-informed decisions, including relevant data, insights, ground-level information, and strategic advice
- Formulate policy and planning recommendations to the Board
- Work independently to advance strategic initiatives while keeping the Board informed and engaged in key decisions
- Ensure adherence to corporate governance.

### **Financial and operational management**

- Participate as an effective team member, assisting the Operations Manager and administration staff as needed
- Manage the Association within approved budgets and report to the Board on financial issues requiring prioritisation
- Ensure financial reporting and control systems function effectively
- Ensure compliance with legislative and regulatory requirements (workplace health and safety, financial auditing, etc.)
- Support the Operations Manager, including in recruitment, performance management and operational policy and procedure development
- Have high level managerial oversight of office operations and daily Association activities, including member support services, and various regulatory and health fund reporting systems
- Drive continuous improvement in operations and service delivery.

### **Communications leadership**

- Provide strategic oversight and approval of all AMT communications
- Work with the Communications Manager to develop communications strategies and ensure consistent, professional messaging
- Serve as primary spokesperson for high-level media engagement and stakeholder communications.

### **Essential knowledge, skills and experience**

- Demonstrated ability to provide high-level strategic and operational leadership while fostering a collaborative, positive organisational culture
- Highly developed strategic planning and implementation capabilities, with proven ability to translate strategy into action
- Strategic foresight and environmental scanning capabilities: ability to identify emerging trends, anticipate industry shifts, and position AMT proactively for future opportunities
- Strong problem-solving skills and the ability to develop and implement strategies at the staff, membership, and industry level
- Exceptional communication skills, including the ability to represent AMT professionally as a spokesperson and communicate effectively at different levels and in various situations
- Demonstrated success in advocacy, policy development, and stakeholder engagement with government, regulators, and industry partners
- Excellent interpersonal and relationship-building skills with ability to work effectively with diverse stakeholders, staff, and Board members
- Experience in leading and developing small organisations and/or teams, including staff mentoring, performance management, and fostering positive workplace culture
- Financial literacy with demonstrated ability to manage organisational finances, including budgeting, financial management, and reporting
- Understanding of not-for-profit governance and demonstrated experience working effectively with a Board
- Strong project, resource, and time management skills with ability to manage competing priorities
- Conflict resolution and negotiation skills.

### **Highly regarded knowledge, skills and experience**

- Experience in or understanding of healthcare-related industries, especially allied health
- Knowledge of healthcare regulation and professional education frameworks in Australia
- Understanding of professional association operations and member-based organisations
- Familiarity with government relations and advocacy processes in the healthcare sector
- Awareness of evidence-based practice principles and healthcare delivery models
- Experience in crisis or change management.

## **Performance management**

The Board sets performance indicators based on overall AMT performance and strategic plan progress. Annual performance reviews are conducted by the AMT Chairperson and one other Board-nominated Director.

## **Key relationships**

- Reports to: The Board collectively
- Direct reports: Operations Manager, Communications Manager
- Works closely with: Chairperson, Company Secretary, external stakeholders
- Serves: AMT membership and the massage therapy profession