

# Chief Executive Officer Recruitment Package

**Chief Executive Officer (CEO):** Association of Massage Therapists Ltd (AMT)

**Employment Type:** Permanent part-time (0.6 FTE, flexible arrangements possible)

**Location:** Remote (Australia-wide)

**Salary Range:** \$140,000 - \$165,000 pro rata (plus superannuation). Laptop provided.

**Reports to:** AMT Board of Directors

**Probation period:** Initial performance review within 6 months of commencement

**Closing date for applications:** Tuesday 5 May 2026

## The opportunity

The Association of Massage Therapists (AMT) is seeking a strategic, passionate CEO who can lead our association through its next chapter of growth and industry influence.

AMT exists to promote high standards in massage therapy, enhance member value, and influence national health policy. With an Operations Manager handling day-to-day delivery, this role is predominantly strategic. However, you won't be remote from the action: operational problem-solving and hands-on involvement will be part of the mix, while building collective success with a team that works collaboratively and where everyone chips in as needed.

## About us

AMT has been the leading voice for massage therapists in Australia since 1966, punching above our weight in industry influence. With a commitment to advancing evidence-based practice, advocating for better access to massage services in healthcare, and supporting over 3500 members through education and policy influence, we work to ensure that Australians have access to safe, ethical and evidence informed massage therapy. As a not-for-profit, we foster a collaborative environment to position massage as an essential allied health modality for pain management, wellness, and rehabilitation.

## Summary of key responsibilities

### Strategic leadership, planning and positioning

- Develop and implement the association's strategic plan in line with Board vision, with a focus on membership growth, industry advocacy, and financial sustainability
- Lead strategic initiatives, building consensus and engaging stakeholders across the industry
- Monitor the massage therapy landscape and broader healthcare environment to identify emerging trends, opportunities, and risks, proactively positioning AMT for the future.



PO Box 1022  
Glenquarie NSW 2564

T: 02 9211 2441

F: 02 9211 2281

[www.amt.org.au](http://www.amt.org.au)

[info@amt.org.au](mailto:info@amt.org.au)

ABN 32 001 859 285

Established 1966

## Advocacy and external representation

- Serve as AMT's primary spokesperson, advocating for massage therapy's role in musculoskeletal care, preventive health, and the broader healthcare system
- Represent AMT in government relations and stakeholder engagements, including with health funds, registered training organisations, regulators, and policymakers
- Act as AMT's primary media contact.

## Board support and governance

- Provide strategic advice to the Board on policy, governance, and future direction
- Ensure the Board has the information needed for well-informed decision-making, including relevant data, insights, and strategic recommendations
- Ensure adherence to corporate governance standards and not-for-profit regulatory requirements.

## Member and industry engagement

- Enhance member services and value proposition, including professional development programs, events, and networking opportunities
- Build relationships with educators, insurers, and multidisciplinary teams to promote evidence-based best practices and strengthen the profession's standing.

## Operational and financial management

- Oversee budgeting, financial management, and resource allocation to ensure long-term viability
- Lead and support a small, dedicated team (Operations Manager, Communications Manager, and support staff), with hands-on involvement where needed
- Manage risk and ensure compliance with not-for-profit governance and regulatory requirements
- Foster a culture of innovation, collaboration, and continuous improvement.

## Communications leadership

- Provide strategic oversight and approval of all association communications.
- Work with the Communications Manager to develop communications strategies and ensure consistent, professional messaging across all channels and stakeholder groups.

## Selection criteria

### Essential

- **Strategic leadership:** Proven senior leadership experience in a not-for-profit, member-based, or allied health organisation, with demonstrated success in strategic planning and implementation.
- **Strategic foresight:** Ability to identify emerging trends, anticipate industry shifts, and position an organisation proactively for future opportunities while addressing current challenges.
- **Advocacy and stakeholder engagement:** Demonstrated success in advocacy, policy influence, and building effective relationships with government, regulators, industry partners, and diverse stakeholders.
- **Communication and representation:** Exceptional communication, negotiation, and relationship-building skills, including proven ability to represent an organisation professionally as a spokesperson.
- **Team leadership:** Proven ability to lead through influence and empowerment, fostering a supportive and inclusive team culture. Experience in developing others' skills and confidence, encouraging collaboration, and creating a positive, high-performing environment.
- **Financial and operational management:** Demonstrated proficiency in financial management, budgeting, and reporting, with strong project and resource management skills.

- **Governance experience:** Understanding of not-for-profit governance with experience working effectively with or reporting to a Board. Ability to work independently while building board capability and engagement over time.
- **Operational resilience:** Comfort with the realities of small organisations i.e. limited resources, need for hands-on problem-solving, and adaptability when plans need to shift. Ability to balance strategic vision with practical operational needs.

### **Highly valued**

- Experience in or understanding of healthcare or allied health sectors
- Understanding of Australian healthcare regulation and professional education frameworks
- Experience in member-based organisations or professional associations
- Experience managing teams through capacity challenges
- Crisis or change management experience
- Knowledge of evidence-based practice principles.

*The full Position Description with detailed responsibilities is available on request (contact person details are below)*

### **What we offer**

This role offers the fulfilment of making a tangible difference, promoting massage therapy as a vital health service for Australians. You'll have real autonomy to shape strategy within the AMT strategic plan, backed by the reputation AMT has built to drive meaningful change for members and the public. We offer a competitive remuneration package with flexible work options, a supportive board, and a small, dedicated team with a collaborative, values-driven culture.

### **How to apply**

#### **Stage 1: Please submit**

- A cover letter (maximum 3 pages): Address the above essential selection criteria with specific examples relevant to the role, and let us know why you want this position
- Comprehensive CV
- Email and phone details for two professional referees who can speak to your skills relevant to this role.

#### **Stage 2: Video task (Shortlisted candidates only)**

Shortlisted candidates will complete a brief video task (details provided). We're interested in your thinking and communication style, not production values. Smartphone filming is fine.

#### **Stage 3: Interviews**

Final candidates will participate in:

- A panel interview to assess strategic capability and organisational fit
- An informal conversation with current CEO and Operations Manager to discuss team dynamics, operational realities, and day-to-day role context.

#### **Stage 4: Referee checks**

Referees will be phoned and invited to provide feedback about your work, character and performance as they relate to the skills needed for this position.

## Video task

Choose *one* of the three tasks below. Please keep it natural: we want to hear your thinking and ability to present ideas, not a polished audiovisual production. Your audience is the AMT Board.

### Instructions:

- Choose only one of the scenarios. We would like to see your strategic thinking and communication style, not assess you on specific knowledge. We expect you may need to do some minor research to develop the ideas you want to present.
- Create a video (maximum 5 minutes). Smartphone filming is fine.
- Upload as an unlisted Youtube or Vimeo, or upload an MP4 file and send us a link to it in Google Drive or other mainstream file sharing provider.

### Task option 1: Opportunities and threats to the industry

What do you see as one of either the biggest strategic opportunities or the biggest threats for the massage therapy profession in Australia over the next 3–5 years? As CEO, how would you look to position AMT to seize or mitigate it?

### Task option 2: Health fund de-listing of massage

You have heard rumours from your inside contacts that several large health funds are considering removing massage therapy from Extras packages.

- What key information you would need to gather about this development (identify 3-4 priority areas) and where would you gather it from?
- What immediate actions would you recommend AMT take?
- How you would position AMT in conversations with health funds and other stakeholders if the rumours are founded?

### Task Option 3: Priority policy initiative

What is a policy change or addition that you would lobby for in this role, who are three key stakeholders you would need to engage and how would you do that? What do you need from the Board to move this change forward?

### Contact person: Rebecca Barnett 02 9211 2441

Applications close: Tuesday 5 May and should be submitted to [boardroom@amt.org.au](mailto:boardroom@amt.org.au)

Interviews: Held between May 25 and June 3

Expected commencement: mid-to-late June 2026

*AMT is committed to inclusive recruitment practices. If you require any adjustments to participate fully in this process, please contact Rebecca Barnett on 02 0211 2441.*