

POSITION DESCRIPTION

Position Title	Chief Executive Officer (CEO)		
Reports to	WHNR Board of Directors, via the Board Chair		
FTE	Full-time, fixed-term contract		
Location of Work	60 Uralba Street, Lismore NSW		
Award Coverage	SCHADS Award	Award Classification	Level 8
Date Last Updated	September 2026	Approved by	Board

OUR VISION: To lead our region as the trusted specialist service for women — where every woman, regardless of background, can access quality care.

OUR MISSION: WHNR supports and advocates for women across the Northern Rivers to be well, safe, strong and empowered to thrive.

OUR CORE VALUES

Equity	Integrity	Respect	Kindness	Courage	Sustainability
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POSITION PURPOSE

The Chief Executive Officer (CEO) leads WHNR in achieving its vision and mission by providing strategic leadership and organisational direction. The role translates the organisation's strategic vision into clear priorities and sustainable outcomes, ensuring WHNR remains a trusted, effective and financially viable organisation that delivers high-quality, trauma-informed services to the community.

The CEO fosters a values-driven culture, builds strong relationships with key stakeholders, and ensures sound governance and effective operations. Through strong leadership and collaboration with the Board, the CEO positions WHNR to respond to emerging community needs while advancing its vision to lead our region as the trusted specialist service for women, where every woman, regardless of background, can access quality care.

ROLE RESPONSIBILITIES

Key Result Area	Key Responsibilities	Indicators of Success
1. Strategic Direction and Vision	● Lead development, implementation and review of WHNR's Strategic Plan, in conjunction with the Board, staff and key stakeholders. ● Translate strategic priorities and funding obligations into actionable annual and operational plans. ● Oversee integrated delivery of all WHNR programs and services to a consistently high standard. ● Lead organisational development with an effective change management approach, driving service expansion and moving towards a comprehensive women's health model.	● Strategic initiatives delivered in line with agreed implementation plan. ● Increased number of women accessing WHNR services. ● Increased number of clients accessing two or more WHNR services. ● Client experience, quality and outcome measures meet or exceed agreed targets. ● Achievement of agreed organisational development and service growth milestones.
2. Leadership & People Management	● Build a culture of trust, accountability and wellbeing across the organisation, consistent with WHNR's values. ● Lead and nurture a multidisciplinary workforce, providing supervision, coaching and capability development. ● Ensure appropriate professional supervision is in place for clinical and specialist staff, supporting sustained trauma-informed practice. ● Oversee workforce, capability and succession planning and recruitment aligned with funding and program needs. ● Ensure all teams have an operational plan that supports effective delivery of the Strategic Plan, including risk, monitoring, evaluation and reporting. ● Own WHNR's performance management framework, ensuring that employees have role clarity and accountability.	● Voluntary staff turnover rate reflects a safe, supported and sustainable workforce. ● Staff engagement, wellbeing and culture surveys demonstrate improvement. ● Clinical and specialist staff receive scheduled professional supervision. ● Operational plans in place for all business areas. ● Workforce planning, succession and capability development strategies are in place to facilitate organisational continuity.

3. Stakeholder and Funder Relationships	● Build trusted, strategic relationships with government, funders, peak bodies and community partners. ● Act as WHNR's principal spokesperson and advocate in key external forums. ● Serve as the primary communication channel between the Board and staff, ensuring clear, timely and transparent organisational communication. ● Lead WHNR's external engagement to support funding, growth and reputation, including media and public representation.	● Strategic relationships with government, funders and partners are maintained and strengthened. ● WHNR is represented in relevant sector, regional and public forums. ● Increased community engagement with WHNR through social media, website and external engagement.
4. Governance and Compliance	● Ensure compliance with WHNR's Constitution, relevant legislation, funding obligations and professional standards. ● Oversee clinical governance, service quality, risk management and safety, ensuring policy currency and compliance across all programs. ● Oversee service agreements and funder relationships to ensure obligations are met. ● Maintain WHNR's risk management framework, including crisis and disaster response planning. ● Provide timely, high-quality reporting to the Board to support informed decision-making. ● Operate within agreed delegations and authority, escalating matters requiring Board notification or decision appropriately.	● Clinical and service-delivery risk issues are resolved within agreed timeframe; quality and safety issues actioned per policy. ● Risk management framework and crisis/disaster response plan reviewed and updated annually, material risks escalated to the Board within agreed timeframe. ● Timely, accurate and strategic reporting that supports effective governance and builds a trusted partnership with the Board.
5. Financial Stewardship and Funding Growth	● Maintain WHNR's financial sustainability and keep the Board informed of financial position, risks and opportunities. ● Proactively identify and pursue diversified funding and revenue opportunities. ● Lead the development of budgets and financial forecasts, ensuring performance is monitored and reported, with material variances escalated to the Board. ● Ensure accurate, timely funder reporting and acquittals to protect WHNR's credibility and reputation. ● Oversee development of funding applications and submissions aligned to strategic priorities.	● Funding diversification opportunities are identified, pursued and reported to the Board. ● Demonstrated progress towards reducing reliance on core grant funding. ● Funder reports and acquittals submitted accurately and on time. ● Financial performance is actively monitored, managed and reported to the Board.

6. Values & Culture Alignment	● Model WHNR's values, and embed them across service delivery, policy and workplace culture. ● Ensure WHNR's feminist, trauma-informed, community-based identity and values remain central as the organisation expands its structure and footprint. ● Participate in supervision, coaching and professional development, demonstrating reflective practice and continuous improvement.	● Organisational culture, policies and practices demonstrate alignment with WHNR's values and trauma-informed approach. ● Annual CEO performance review includes consideration of the extent to which strategic and operational decisions reflect WHNR's mission, values and organisational identity, including through staff feedback. ● CEO demonstrates reflective practice and continuous improvement.
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QUALIFICATIONS, SKILLS AND EXPERIENCE

Professional Skill Areas

- Demonstrated ability to set and translate organisational strategy into effective operational delivery.
- A minimum of three years' experience in a CEO, executive or senior leadership role, ideally within the health, community or NFP sector.
- Experience leading and developing multidisciplinary teams and building a culture of excellence.
- Strong understanding of clinical governance, risk and compliance, and the ability to maintain a transparent, trusted partnership with the Board.
- Demonstrated ability to build productive relationships with government, peak bodies, philanthropic funders and community partners.
- Exceptional written and verbal communication skills including confident public and media engagement.
- Demonstrated ability to build a trauma-informed, psychologically safe culture and effectively lead organisational change.
- Strong financial acumen, including demonstrated ability to oversee budgets and reporting, identify funding opportunities and develop diversified revenue streams.
- Experience overseeing multi-program service delivery, monitoring and reporting.
- Ability to represent WHNR in external forums, building credibility, influence and strategic relationships.

Personal Attributes and Qualities

- Genuine alignment with WHNR's feminist values and a demonstrated commitment to equity, integrity, respect, kindness, courage and sustainability.
- Confident, credible leadership style that fosters trust and strong working relationships.
- Deep understanding of WHNR's client group and the communities it serves.
- Steady and decisive, enabling effective decision-making in complex or rapidly changing situations.

- Skilled in reflective practice, open to feedback and committed to continuous learning and improvement.
- Sound judgement with the ability to balance strategic vision and operational realities.
- Familiarity with, or willingness to understand, issues specific to the Northern Rivers region.

Qualifications

- Tertiary qualification in a relevant discipline (e.g. health, social work, business, public policy) and/or equivalent senior leadership experience in the health, community or NFP sector.
- Postgraduate qualifications in management, public health or a related field are desirable but not essential.
- Prior experience within women's health, domestic and family violence, or community services sector is desirable but not essential.

Other Requirements

- Current Working with Children Check.
- National Police Check.