



# Tradeswomen Australia Group

## *Position Description*

**Position:** Chief Executive Officer

**Location:** Based in Melbourne, Victoria, Australia

**Reports to:** Board of Directors through the Chair of Tradeswomen Australia Foundation

**Salary:** \$140,000.00 AUD including superannuation. At the option of the successful candidate, up to \$30,000 (grossed up) of the salary may be paid as tax-free fringe benefits, and/or a tax-free meal and entertainment allowance can be available. This can considerably increase the package value.

### About Tradeswomen Australia Group

The goal of TWA is to empower women and gender-nonconforming people to feel safe, secure and comfortable at every workplace, and be able to participate in the career of their choice.

Since the founding of Tradeswomen Australia Group in 2019, we've been working hard to increase female representation far beyond the current 2% of Australia's trade industry workforce. While the challenge is considerable, with many barriers in place, we're getting closer everyday thanks to the help of our partners, our engaged employers & training organisations and supporters. If we work together, we believe all women from all backgrounds can succeed in trades careers.

TWA undertakes its work by building relationships with government and employers to increase women's recruitment into and retention in non-traditional trades; inspiring women and girls to consider a career in non-traditional trades by providing support, education, mentoring and opportunities; working in partnership with lived experience of women working in male-dominated trades to increase retention of women; building the evidence base on barriers to women participating in male-dominated trades; and undertaking culture change projects in workplaces where women are underrepresented. We aim for gender equality and empowerment for all women to access, participate and succeed in trades.

### Our Structure

Tradeswomen Australia Group comprises two connected yet distinct entities:

**Tradeswomen Australia Foundation** – the entity charged with driving change within male dominated trade industries through culture change, capacity building and unique programming. The Foundation also undertakes work to attract women and girls to male dominated trades and, promote the value of equity in Australian trade industries.

**Tradeswomen Australia Community Foundation** – the foundation is specifically designed to provide direct assistance to people in Australia who are disadvantaged - with a particular emphasis on women at financial risk or in other vulnerable circumstance – to work in Australian trade industries. The Community Foundations primary services are around mentoring, supporting and guiding women experiencing disadvantage into jobs in male dominated trades.

The two organisations report through to one cohesive Board who meet every second month. The Board also has one ongoing subcommittee – Governance, Risk, Finance and Compliance Committee – who meet monthly.

### Position Summary:

The Chief Executive Officer (CEO) serves as a pivotal leadership figure, responsible for steering the strategic direction of Tradeswomen Australia, The CEO champions the organisations mission, and

drives its efforts to empower women and gender-nonconforming individuals in male-dominated trades. In this crucial role, the CEO is also responsible for enhancing the organisation's reputation,, managing risks, cultivating partnerships, and driving revenue generation through both grants and fee-for-service initiatives.

## Key responsibilities

### Core

The candidate in the CEO role will have direct experience, skills and knowledge relevant to these responsibilities.

### **Revenue Generation:**

- Lead fundraising efforts by identifying and securing grants, sponsorships, and other funding opportunities to sustain and expand the organization's initiatives.
- Explore and develop fee-for-service programs and partnerships to diversify revenue streams.

### **Program Development and Impact:**

- Manage multiple projects simultaneously while ensuring that all projects are completed on time and within budget.
- Oversee the design, implementation, and evaluation of programs aimed at increasing women's participation and retention in non-traditional trades.
- Collaborate with stakeholders to develop effective strategies for cultural change in workplaces and industries.

### **Team Leadership and Management:**

- Actively work on diversity and inclusion initiatives to ensure that the workplace is a safe and welcoming environment for all, regardless of gender, sexual orientation, ethnicity, or other demographic factors.
- Identify key performance indicators and set challenging but achievable targets for the team. Celebrate successes and milestones, while offering constructive feedback and solutions for setbacks.
- Implement regular performance reviews and encourage feedback loops among staff, leading to iterative improvements in both individual and team performance
- Lead by example in your dedication to the mission, ethics, and long-term vision of the organisation.
- Foster a culture of collaboration, continuous improvement, and innovation.

### **Strategic Leadership and Vision:**

- Lead the development and execution of the organisation's strategic plan, ensuring alignment with the vision and mission . This involves monitoring and possibly adjusting tactical plans to keep them on track with the strategic goals of the organisation
- Work closely with senior management and the board to develop a comprehensive strategic plan that serves as a roadmap for the organisation's future. This should include short-term objectives and long-term goals.
- Provide visionary leadership to inspire and motivate the team to achieve organisational objectives and success.

### Transferable

The candidate in the role will bring with them skills and experience that can be transferred and adapted to meet these responsibilities.

### **Advocacy and Stakeholder Engagement:**

- Act as the public face and spokesperson of the organization, representing its mission, values, and impact to various stakeholders including government bodies, employers, media, and the general public.

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- Cultivate and nurture relationships with government agencies, employers, community partners, and individuals to advance the organization's goals.

**Reputation and Brand Building:**

- Develop and implement strategies to enhance the organization's reputation and visibility in the sector.
- Elevate the organization's brand by effectively communicating its impact, achievements, and unique value proposition.

**Risk Management:**

- Identify potential risks and challenges to the organization's mission and operations; develop and implement risk mitigation strategies.
- Ensure compliance with legal and regulatory requirements related to the organization's activities.

### Key Performance Indicators

Based on the responsibilities of the role, the annual work plan, and strategic goals, the CEO will work with the Board of TWA to negotiate a set of key performance indicators.

### Previous experience

- A demonstrated strong commitment to gender equity, diversity, and inclusion, with a demonstrated understanding of the challenges faced by women and gender-diverse people in male-dominated industries.
- Proven experience (5+ years) in senior leadership roles, preferably within the not-for-profit sector, with a track record of successfully managing teams and driving organizational growth. Demonstrated experience of working with and reporting to Boards of management.
- Strong strategic thinking and problem-solving abilities, with a track record of developing and executing successful strategies.
- Excellent communication skills, both written and verbal, with the ability to engage and influence diverse stakeholders. Demonstrated ability to promote and communicate organisational value and mission to diverse stakeholders.
- Significant experience in managing and overseeing finances and compliance of a not for profit organisation of a similar size and calibre including reporting to Boards, budgeting, financial reporting and acquitting grant funding.
- Demonstrated ability to secure funding through grants, partnerships, and other revenue-generating initiatives that align to and advance organisational mission and goals
- Demonstrated ability to build relationships with government agencies, employers, media outlets, and other stakeholders. Experience in advocacy and public speaking, with the ability to effectively represent the organization in various forums.

**Highly desirable:**

- Lived experience of working as a woman or gender diverse person in male dominated trades including but not limited to qualification(s) in male dominated trades
- Knowledge of the non-traditional trades landscape and gender equity issues in Australia
- Bachelor's degree or higher in a relevant field.

Employees of Tradeswomen Australia will hold the right to work in Australia for an ongoing permanent role and, not be a disqualified director or person by ASIC and the ACNC.
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