

Position Title	Chief Executive Officer	Reporting to	Board Chair
Direct reports	One	Tenure	Ongoing, 0.6 – 1.0 FTE (neg)
Conditions	Flexible and remote working environment in Echuca Moama region	Date	July 2025

Our Organisation

Committee for Echuca Moama (C4EM) is a member-based, incorporated association dedicated to advocating for and supporting initiatives that make enduring and positive contributions to the Echuca Moama community. Established in July 2011, C4EM collaborates with stakeholders across our community, businesses, industry, and various levels of government to address local challenges and seize opportunities that promote sustainable growth and development.

C4EM is part of the Committees for Cities & Regions network and aligns with like-minded organisations to enhance economic, social, cultural, and environmental development. This affiliation enables C4EM to advocate effectively for the sustainable and dynamic advancement of the Echuca Moama region, ensuring it remains a vibrant and inclusive place to live and work.

C4EM is governed by a Board of volunteer directors comprising representatives of member organisations and community members. The Chair, Deputy Chair and Treasurer are appointed by the Board.

Our Purpose

To collaborate with stakeholders to inspire innovative and visionary thinking that facilitates community wellbeing and growth.

Our Vision

A well-connected, adaptable voice advocating for investment and development in cultural, social and economic wellbeing to support a prosperous, vibrant, diverse and inclusive region.

Our Strategic Pillars

1. Echuca Moama one community
2. Support and plan for sustainable population growth
3. Develop new and unique offerings
4. Strengthen food and fibre related industries
5. Workforce, leadership and development

For more information see <https://www.c4em.com.au/>

Your Role

The Chief Executive Officer (CEO) of C4EM is a dynamic, engaging and strategic local leader responsible for driving the organisation's vision, mission, and strategic priorities. As the public face of C4EM, the CEO leads engagement with members, all levels of government, and the broader community to advocate for initiatives that promote the long-term prosperity and liveability of the Echuca Moama region.

Reporting to the Board of Directors, the CEO provides operational and financial leadership to ensure the organisation delivers impact in line with its strategy.

Key Performance Indicators

1. **Strategic Leadership:**
 - Collaborate with the Board to develop the 2026-2029 C4EM Strategic Plan, ensuring broad stakeholder input and alignment with regional priorities.
 - Lead the implementation of the strategic plan to achieve organisational goals and adapt

to evolving community needs.

- Provide accurate, timely, and transparent advice and support to the Board on governance, policy, and operational matters, reported monthly.
- Review and report on performance against the budget and strategic objectives, with updates aligned to formal budget reviews and Board reporting cycles.
- Undertake an annual 360-degree performance review assessing effectiveness, and productivity, with results provided to the Board for evaluation and continuous improvement.

2. **Stakeholder Engagement & Advocacy:**

- Build and maintain effective relationships with members, government, community, and industry leaders to advocate for regional development and priority initiatives.
- Conduct an annual formal analysis of key stakeholders to inform organisational priorities, shape advocacy efforts, and ensure membership value.
- Collect and review stakeholder feedback regularly and provide regular updates to the Board to inform decision-making and continuous improvement.

3. **Business Development & Membership Growth:**

- Drive member engagement, retention, and growth by articulating membership value, fostering trust, and delivering relevant services and programs.
- Achieve an increase in revenue in the first financial year (to be achieved through membership fees, sponsorships, partnerships, grants, and other funding opportunities). Progress to be monitored quarterly.
- Achieve an increase in membership numbers in the first financial year, with ongoing growth targets to be reviewed and set annually by the Board.

4. **Representation & Communication:**

- Serve as the primary spokesperson and ambassador for C4EM, representing the organisation in public forums, media engagements, conferences, events, and strategic opportunities to enhance the organisation's profile and influence.

5. **Financial & Operational Performance**

- Ensure organisational performance meets or exceeds targets set in the approved budget, including managing Board-approved variations, with progress reported through budget reviews.
- Drive continuous improvement in key operational areas, including safety culture, risk management, customer service delivery, infrastructure maintenance, and financial governance, with monthly performance reporting to the Board.

6. **Organisational Management:**

- Oversee day-to-day operations, including financial management, Board reporting, policy compliance, and the delivery of governance frameworks.
- Ensure all workplace policies and procedures are implemented and adhered to, fostering a safe, compliant, and productive work environment.
- Produce accurate and timely financial and administrative reports, including statutory, compliance, and Board reports, on a monthly basis.
- Perform other duties as required by the Board to support C4EM's strategic and operational objectives.

Key Selection Criteria

The ideal candidate will be a values-driven leader with exceptional communication skills, regional insight, and a demonstrated ability to influence, collaborate, and deliver outcomes across diverse sectors.

Qualifications, Attributes and Experience Essential

- A relevant tertiary qualification in business, economics, public policy, regional development, commerce, or a related field. Equivalent experience in lieu of formal qualifications may be considered, particularly where demonstrated through a strong track record of

stakeholder engagement, and business or regional development outcomes.

- Reside within the Echuca/ Moama (or surrounding local area). Must be able to attend face to face Board meetings and daily community engagement activities.
- Proven experience at a senior level with a strong track record in delivering strategy.
- Experience leading successful business initiatives, with a deep understanding of regional economic development.
- Exceptional communication skills with a proven ability to build and manage diverse stakeholder relationships and deliver successful outcomes in regional/ rural environment.
- Experience working with and across multiple levels of government, with a sound understanding regional development opportunities.

Desirable

- Postgraduate qualifications (e.g. MBA, Master of Public Administration, Master of Regional or Economic Development) will be highly regarded.
- Experience working in or with member-based organisations is highly desirable, particularly where it has involved driving member value, building trust and engagement, and delivering outcomes aligned with the collective interests of the membership.

Your Relationships

Your role requires interaction with internal and external stakeholders including:

Internal:

- C4EM Administrative Assistant (Media)

External:

- C4EM Board Chair and Board of Directors
- C4EM Member organisations
- Campaspe Shire Council and Murray River Council stakeholders including Councillors, CEO, Executives and other employees.
- State and Federal government representatives
- Other 'Committee For' stakeholders (CEOs, Board members)
- Riverine Herald, ACE Radio and other local and other regional media stakeholders
- Campaspe and Murray local businesses and community members

Drafted by: Catherine Lees

Responsible person: C4EM Board Chair

Version: 2

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