



# Candidate Pack

CEO

Good Environmental Choice Australia

(GECA)

*November 2019*

## **Organisation Background**

### **About GECA**

GECA is a Not for Profit that runs Australia's only independent, multi-sector ecolabelling program and is the only Australian member of the Global Ecolabelling Network (GEN).

Beyond the ecolabel, GECA is a highly reputable NGO both here in Australia and globally, that is driving responsible consumption and supply chain solutions for products and services. We work closely with the built environment and other business sectors, with increasing focus on FMCG and business delivery.

In recent years, GECA has expanded its service offerings and leveraged its relationships with key stakeholders to enable us to make a greater impact in promoting sustainable production and consumption.

GECA is now recruiting a new CEO to drive the organization to the next level of growth. The new CEO will have the opportunity to develop and execute a strategy for the next period that builds on the achievements to date, backed by a Board that is ambitious to increase its impact, and supported by a small, passionate and committed team.

### **About the role**

Reporting to the Board of Directors the CEO is responsible for achieving GECA's mission through the development and successful execution of its business strategy.

The CEO will work with the Board to refine GECA's strategic objectives and is accountable for the implementation of agreed plans.

GECA is seeking to continue its ambitious strategy, aimed at:

1. Positioning GECA as a significant thought leader in sustainable consumption and production, either alone or in partnership with others;
2. Increasing sustainable consumption and production in Australia, including by building deep and effective partnerships with industry, NGO, government and others;
3. Delivering substantial growth in revenue and impact by systematically implementing the GECA expansion plan
4. Increasing GECA's ability to measure and communicate environmental and social impact

The CEO will be expected to meet annual KPIs designed to demonstrate sustained and substantial progress on this strategy. Key areas for KPIs include:

- revenue targets
- advocacy and thought leadership
- new tools for customers to demonstrate the sustainability performance of their products and services
- effective partnerships that create impact
- demonstration and communication of the positive impact of GECA's activities

The CEO has broad responsibility for oversight of financial reporting, developing partnerships, team leadership, development of a dynamic and collaborative organisational culture, implementation of effective operational systems, and maintaining and enhancing GECA's reputation as a leader in sustainable production and consumption.

The CEO is supported by a General Manager with an Operations and finance background and a passionate team of professionals responsible for Standards and Product Development, Communications, Marketing and Business Development.

#### **Key tasks:**

- Lead GECA's program to advocate for more sustainable consumption and production including promoting sustainable procurement to State and Federal government, major corporations and other purchasers
- Build a collaborative team culture
- Identify and build robust relationships/partnerships with organisations to promote sustainable production and consumption in Australia
- Represent GECA to external stakeholders
- Ensure good governance of GECA, working with the Board and Board Committees as appropriate
- Work with key staff to oversee and lead GECA's marketing, communication and business development activities to achieve GECA's agreed strategic objectives
- Ensure the quality, effectiveness and financial viability of GECA's Standards Programs including the development of robust standards, the maintenance and operation of the GECA Scheme Rules, and the identification of new areas for standards development
- Execute the duties of managing the organisation with all governance, operational & financial responsibilities, with support from General Manager and key staff.

#### **Key skills**

The GECA CEO will have significant experience in the sustainability sector, with expertise in standards and assessment/verification a distinct advantage. The CEO must have a passionate commitment to the social and environmental outcomes underlying GECA's vision.

Key characteristics of the right person are:

- Strong people skills, and a track record of building a cohesive and collaborative team culture
- Strong written and verbal communication skills and demonstrated advocacy and campaign skills
- A great networker with strong listening skills and the ability to form and leverage partnerships with a wide range of organisations.
- Ambition, tenacity and the ability to focus limited resources where they will have the greatest impact

### **Experience & Qualifications**

#### *Essential*

- Relevant experience of sustainable production and consumption supported by up-to-date knowledge of sector issues, and experience working with standard systems and/or other tools used to support sustainable production
- Tenacity, drive and focus to convert ideas and opportunities into activities that create impact and drive revenue
- Ability to use networking and leadership skills to enrol customers, partners, staff and other stakeholders to benefit GECA and its mission
- Excellent presentation and written communication skills including the demonstrated capacity to position GECA as a credible voice on sustainable consumption
- Demonstrated capacity to balance the need for commercial returns with the priority to achieve “social returns on investment”.
- The strategic, cultural and day to day management skills required to create a dynamic work environment that motivates existing staff and attracts quality new staff
- Demonstrated capacity to use PR, media and digital age communications to achieve goals and (highly desirable) demonstrated success in advocacy and campaigning to achieve policy and/or practical outcomes.
- Understanding of strategic marketing including good knowledge of the use of content marketing and social media in both B2B and B2C environments.

#### *Desirable*

- Relevant tertiary qualifications.
- Understanding of research methodology and the rigor of certification and standard setting

### **Reporting Relationships**

Chief Executive Officer reports to the Board of Directors and works closely with the Chair.