

19 April 2024



Job Description Executive Officer

Position:	Executive Officer
Date Appointed	TBA
Position Location:	Melbourne office; remote working by mutual arrangement with regular visits to Melbourne for meetings
Reporting:	Report directly to ACBO Executive Board. Primary contacts: President & Vice President & Treasurer
General	<ul style="list-style-type: none"> • Support the Board of ACBO by developing strategies and initiatives to benefit the Association and its members. • Assist the Board to deliver their mission statement. • Arrange periodic review of the mission statement. • Organize and attend face to face meetings and teleconferences, implement resulting actions and tasks generated from meetings. Between meetings, manage communications, report to Board as needed and act on advice and instructions • Innovate – Find ways to automate, systematize, scale and use technology & systems to improve ACBO’s operations. • Improve - Review existing practices & systems for the continual development of ACBO to Best Practice for associations. • Build excellence – Raise ACBO’s professional profile in the optical industry by developing a reputation for excellence in education. • Find ways of making ACBO sustainable and resilient • Raise the reputation of Behavioural Optometry by collaborating with like-minded international and local partners to build the brand
Administration & Compliance	<ul style="list-style-type: none"> • Work with consultant on Corporate Governance, PR and other matters as they arise. • Liaise with legal counsel as required for contracts, trademarking, member accreditation and other legal matters. • Maintain Board Policy Manual & Strategic Plan and Rules of Association • Induction of new Board members • Returning Officer duties for elections every 2 years

	<ul style="list-style-type: none"> • Management of AGMs • Complete Australian Charity Register declarations & returns annually. • Complete Workcover returns. • Complete Copyright licensing applications annually
Staff	<ul style="list-style-type: none"> • Manage and oversee the activities of support staff. • Training in ACBO systems and office practices as required. • Daily communication with staff on current projects and workflow • Communication with consultants to ACBO on issues as indicated and specific projects
Communications & Public Relations	<ul style="list-style-type: none"> • Produce regular Email Newsletter for members only or general circulation. • Ad hoc communication directly to members via the internal membership system as required. • Representing ACBO at trade fairs • Liaise with publicist to define communication strategies, develop PR releases and articles for publication. • Liaise with journalists and industry contacts for routine public relations initiatives, and in times of crisis. • Social media – direct ACBO’s social media service on management of social media content and advertising
Relationships	<ul style="list-style-type: none"> • Sponsors – Recruit new sponsors, cultivate relationships with existing sponsors to ensure mutual value and benefit is delivered to both parties. Manage sponsor payments. • Maintain close communications with strategic international organisations OEPF (USA), BABO (UK), OVDRA (USA) , NORA • Build relationships with key allied organisations like Brien Holden Vision Institute • Represent ACBO at international level through attendance at meetings and events and ongoing dialogue between events. • Build relationship and represent ACBO’s interests with Optometry Australia, Contact Lens Society, Orthokeratology Society • Build relationships with University Schools of Optometry

<p>Membership</p>	<ul style="list-style-type: none"> • Develop strategies & initiatives for membership growth • Strategic planning for development of membership structure and delivery of benefits • Communication with members, resolving queries • Development of member surveys • Administer ACBO Annual Awards selection and awarding • Coordinate development of practice standards of care, patient informed consent documents, public information documents, evidence-based care summaries and code of conduct.
<p>Online Shop</p>	<ul style="list-style-type: none"> • Manage distribution agreements/trading terms with suppliers • Research & bring new products onboard • Liaise with logistics consultants on international deliveries • Set pricing structures • Ensure profitable operations
<p>Education</p>	<ul style="list-style-type: none"> • Planning & scheduling of ACBO education calendar events • Selection and appointment of National Conference keynote speakers • Production of marketing & promotional materials for events • Attendance at the annual national conference of ACBO, and other significant educational events as necessary • Coordination of PVT program in Australia & NZ, working with instructors on content upgrades, working with ACBO admin on event delivery • Coordination with Vision Therapy Canada to continue to deliver the PVT program in Canada under license from ACBO • Marketing ACBO education programs (PVT & webinars) to potential buyers internationally • Production of webinars, including concept, scripting, program design, graphic design, technology management, recording and marketing • Development and production of online modules for educational programs such as ANOC, AAVC and BV101

	<ul style="list-style-type: none"> • Administration of CPD event accreditation and member attendance recording
Website & Technology	<ul style="list-style-type: none"> • Training staff to use systems. • Coordinating with ACBO's Education and Membership Manager to ensure the operating systems and information technology for the Association are optimized including: <ul style="list-style-type: none"> ○ Web site ○ Member software ○ Event management ○ ACBO online shop ○ Education portals ○ Operating software components ○ Development and installation of new MemNet Software for many aspects of ACBO's operations and Continuing Professional Development (CPD)
Office	<ul style="list-style-type: none"> • Communicate with building managers as required • Maintain asset register
Susan Larter Vision Trust	<ul style="list-style-type: none"> • Complete Australian Charity Register declarations & returns annually • Maintain Fundraising applications & licences for NSW & VIC Helped design the charity, it's objectives and systems • Oversee funding applications & donation management • Liaise with Application Panel members • Manage accounting requirements including accounts payable, EOFY returns & BAS reporting • Liaise regularly with John Larter (Trustee)
Accounting & Finance:	<ul style="list-style-type: none"> • Liaise with Accountants and Bookkeepers to manage all aspects of the association's finances

- Manage fortnightly Accounts Payable with bookkeepers and authorize payments
- Work with bookkeepers on preparation of BAS statements
- Develop annual income and expenditure budgets.
- Preparation of end of year financial statements with ACBO Accountant
- Management of XERO datafiles for ACBO & SLVT
- Regular financial reporting to Treasurer & Board
- Management of banking & payment gateway portals Eway, Stripe, NAB Connect, Ezidebit, Paypal, Square reader for events.
- Management of investments for ACBO and SLVT
- Managing compliance with ATO, ASIC and other statutory authorities as required

Person Specification

Job Title	Executive Officer
Direct Report	Primary - Chairman, Executive Board, Secondary - Executive Board Members
Location	Primarily Home based work. Melbourne Office visits and meetings required
Job Purpose	<ul style="list-style-type: none"> • Manages, coordinates and contributes to the operations of ACBO. • Coordinates and manages operation of the Executive Board • Manages administration staff • Ensures ACBO complies with governance and legal corporate operation • Acts as a practical focus and contact point for Members • Coordinates and liaises with specialist advisors to the Board & Association • Maintains relationships with industry leaders, stakeholders and sponsors • Manage and develop ACBO commercial and income generating activity
Qualifications (Desirable)	<ul style="list-style-type: none"> • Formal business qualification at tertiary level or higher • Business Administration • Experience of health care delivery • Qualifications and experience as an Optometrist (Optional)
Experience & Knowledge (Desirable)	<ul style="list-style-type: none"> • Management of professional and incorporated associations • Operation and administration of small business • Knowledge of optical industry in Australia and internationally

	<ul style="list-style-type: none"> • Web site. Social media and IT management
	<ul style="list-style-type: none"> • Financial management, budgeting and reporting • Operation and management of education programs, events and conferences • Human resources management and employment law • Coordination and operation of Executive Boards • MS Office programs, Adobe document and design programs, Xero Accounting
Previous Employment	<ul style="list-style-type: none"> • Ideally more than 2 years in similar role but not essential due to support from advisors and Executive Board • At least 2 years in a management and/or administration role. • Minimum 10 years of relevant work experience
Personal Attributes	<ul style="list-style-type: none"> • Persistence • Highly organised & multi-tasking capability • Skilled implementer • Ability to quickly build relationships with a broad range of persons • Innovative • Big picture capabilities • Persuasive • Strong verbal and written communicator • Respectful of structure and authority • Values oriented to member and community benefit