



Position Title	Chief Executive Officer (CEO)– The Diggers Club & The Diggers Foundation
Responsible To	Board of Directors
Location	Dromana, Victoria
Reviewed Date	September 2023

Diggers Group Vision

To inspire a love of gardening in Australia, for the joy and fulfilment of connecting to the natural world and each other through gardening, leading to a better world through the practice of gardening.

Diggers Foundation Mission

The Diggers Foundation is a philanthropic institution with the overriding mission to become the most respected gardening institution in Australia.

Job Purpose

The Chief Executive Officer (“CEO”) is responsible for working with the Board of Directors and the management team to establish, implement and over-see the strategies, business plans and policies of the organisation to enable it to meet its mission and achieve its objectives by providing leadership, strategic direction, and overall management.

Reports:

The CEO reports to the Board with direct day to day accountability to the Chair.

Review Process:

Performance reviews will be undertaken annually by a delegation of the Board after the end of each financial year and informally on a quarterly basis.

CEO ACCOUNTABILITIES:

Leadership and culture

- To build a co-operative working relationship with The Diggers Group Management so as to generate a cultural alignment of aims and objectives in terms of the development of the Foundation and the Diggers Brand.
- Provide leadership and motivation to all staff to ensure that the gardening mission, ethical values, integrity and core guiding principles of the Foundation are both protected and put into practice in our relationship with both staff and customers.
- Provides feedback and appropriate performance management to staff and in line with company performance management program.
- Ensure that reporting lines in the Organisation Chart are respected and complied with.
- To achieve a high level of staff morale as evidenced by low executive staff turnover.
- Develops, communicates and leads the implementation of the strategic plan in a manner consistent with the organization’s mission, vision and values
- Ensures that short-term and long-term goals and priorities are communicated and well-understood by the board, employees, and members
- Considers evolving internal and external trends and factors, and adjusts plans as necessary
- Sets an organizational tone that attracts, retains, motivates and develops a highly qualified workforce
- Encourages all to capitalize on opportunities to improve productivity, quality and member satisfaction

- Ensures that ongoing and relevant educational programs and training opportunities are provided to ensure effective skill building among employees
- Recruits and develops a cohesive leadership team to implement organizational goals and strategies
- Holds leaders accountable for achieving performance goals
- Develops future leaders within the organization

Gardening Focus

- Be responsible for the editorial and gardening content of the magazine
- Ensure that the gardens at ‘Heronswood’, ‘The Garden of St Erth’ and other properties owned and managed by the Foundation together with the properties generally are properly maintained to a standard equal to the top 20% of international domestic gardens.
- To achieve the overall strategic objectives aimed at building The Diggers Group as the most respected gardening authority in Australia.

Financial Sustainability

- Develop sustainable income sources from Members, donations, legacies and profits from the sale of Diggers branded products.
- Oversee the management of the cafes at Foundation sites, events, and educational and promotional programs conducted by the Foundation.
- To maintain The Diggers Group as a solvent organisation at all times.
- To be accountable for the use of The Diggers Group financial resources in regards to capital projects and expenses as per the agreed expenditure parameters.
- To ensure all Diggers Group projects are properly scoped, quoted, funded and completed as proposed.
- Continuously explores opportunities to strengthen the organization’s financial position and organizational growth and development
- Works with the fund development staff/Foundation Board to implement a fundraising program that meets established goals
- Establishes relationships with prospective donors

Brand Focus

- Work with members of the executive management team of The Diggers Group to ensure its business plans are aligned with the ‘Diggers Brand’ and the objectives of the Foundation generally. In particular this involves product selection (including trials for the purposes of sale by the Club and the regularity, content and size of the Magazine which has a dual purpose of promoting the ideals of the Foundation, communicating with Club Members and promoting sales by the Club.
- Represent the Foundation and its values with customers, shareholders, government and regulatory bodies, other stakeholders and the public generally
- Embeds the importance of the member experience throughout the organization

Risk and Safety

- Provide a safe workplace environment in which staff at all levels can build on their gardening, horticultural and environmental knowledge to better participate in the culture and purpose of The Digger’s Group.
- Overseeing and coordinating the establishment of a Risk Register for the company, the ongoing management of risk generally and ensure the implementation of agreed risk mitigation actions.

Board Relations

- Perform other appropriate duties and responsibilities as assigned by the Board.
- Create an open and regular communication with the Chair to ensure that The Diggers Group is acting in concert and to access the Boards deep and extensive knowledge of the Club and The Foundation.
- Work with the Board in formulating a Strategic Plan encompassing the activities of The Diggers Group as it works towards a common goal.
- Be responsible for ensuring full and transparent accountability to the Board.

CEO PERSONAL ATTRIBUTES & LEADERSHIP QUALITIES:

Communication

- Values transparency
- Seeks new and better ways to communicate with employees, members and key stakeholders
- Maintains open lines of communication at all levels
- Maintains a strong rapport and professional working relationships at all levels
- Exhibits a high level of emotional stability
- Seeks and values the opinions of others
- Continually seeks new information and perspectives
- Values a diversity of opinions

Systems, Change & Continuous Improvement

- Embraces transformation
- Thinks innovatively
- Committed to continually improving personal leadership performance
- Demonstrates self-discipline
- Assumes responsibility for adverse outcomes
- Demonstrates humility
- Perseveres through challenges
- Establishes a unifying vision and culture across the organization
- Considers the big picture when making decisions
- Builds interconnectedness in the system to achieve organizational success
- Seeks partnerships that enhance organisational outcomes

Risk taking and problem solving

- Keeps a constant pulse on shifts and trends in the gardening and environment segment, and implements evidence-based technology, processes and practices relevant to our industry.
- Encourages staff to challenge the status quo
- Takes calculated risks
- Leads the organization to be agile and adaptable
- Thinks quickly and assimilates ideas well in providing direction and leadership
- Handles ambiguous situations well, always bringing focus to the organization's pursuit of its mission and vision
- Allows for failure as long as the risk does not cause personal harm or irreversible loss to the organization

Ethics and Values

- Maintains a high level of commitment to the mission and vision
- Combines strong ethical judgment with technical and management skills
- Exhibits values of fairness, honesty and compassion

- Meets and exemplifies our organisational values of: Inspiring, Educating, Sustainable, Integrity, Collaborative and Creative.

Key Performance Indicators

Annually To achieve the annual business plan objectives
Long term To achieve the long term Diggers mission

Agreement

I have read the contents of my position description. I acknowledge that at all times I need to work within the scope of this description, and I understand that I will be performance managed accordingly.

Name:

Signed.....

Dated