

## Position Description

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| Position title: | General Manager – Member Experience                 |
| Division:       | Member Experience                                   |
| Location:       | Melbourne or other APA office (Melbourne preferred) |
| Role type:      | Full-time   |
| Reports to:     | Chief Executive Officer                             |
| Approved by:    | Chief Executive Officer                             |
| Date approved:  | December 2024                                       |

### About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 34,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

Accountability, Excellence, Collaboration, Courage and Respect

### About the role

The General Manager, Member Experience drives the APA's membership strategy and leads the effective and efficient management and engagement of APA entities (volunteer representative committees, councils and member groups), and the operational delivery of our faculty office professional development, networking events, stakeholder management with industry partners and the APA's annual flagship Conferences.

This pivotal leadership role requires the general manager to be highly skilled and capable of engaging meaningfully and constructively with leaders of the physiotherapy profession to drive desired outcomes. This requires a thorough understanding of commercial decision-making, operational efficiency drivers and innovative approaches to improve customer experience.

The position sits on the Executive Leadership team and has broader responsibility for the leadership of the Association as a whole.

## Role Duties and Responsibilities

### Executive Responsibilities

#### Strategic Leadership:

- Lead strategic direction and vision, actively contributing to the development and implementation of the association's overall strategic plan.
- Collaborate with other executive leaders to align departmental objectives with the organisation's mission, goals, and long-term strategy.

#### Organisational management:

- Ensure compliance with organisational constitution, regulations, policies, and procedures, playing a key role in maintaining high standards of governance and management.
- Lead in decision-making processes at the executive level, contributing to the overall leadership and stewardship of the association.

#### Cross-Functional Collaboration:

- Foster collaboration and effective communication across different departments and teams within the association.
- Work closely with other executives to integrate efforts, share resources, projects and drive collective success in achieving organisational objectives.

#### Financial Management:

- Oversee the financial health of the division and monitor and deliver on positive Member Experience financial performance.
- Actively participating in budget development and ensuring responsible resource allocation.
- Contribute to the development and execution of financial strategies that align with the association's goals and long-term sustainability.

#### Leadership Development and Team Management:

- Provide mentorship, guidance, and support to other members of the executive leadership team, ensuring a cohesive and collaborative leadership approach.

#### Strategic collaboration:

- Collaborate with internal and external stakeholders to ensure the seamless integration of educational initiatives and programs.
- Foster partnerships with relevant organisations to enhance the APA's position as a leader in physiotherapy education.

## Member Experience Responsibilities

### Member Engagement

- Lead the strategic direction and oversight of the member engagement strategy
- Understand the needs of our members and ensure our products and services meet those needs
- Drive the recruitment of new members through various strategies
- Ensure reward and recognition programs are contemporary and meet member needs
- Investigate contemporary membership package options that reflect current buyer behaviour norms

### Corporate partnerships

- Develop and deliver the corporate partnerships strategy
- Ensure connection and value for corporate accounts
- Nurture meaningful relationships with corporate accounts
- Investigate opportunities to implement a corporate membership offer

## Councils and Committees

### State Branches

- Manage and oversee the APA state and territory office network and associated staffing.
- Lead and champion alignment of state Councils and Presidents with the strategic direction of the APA, linking all activities to the APA's strategic plan.
- Work closely with other teams, especially Education, policy and government relations, membership and marketing, to ensure organisational outcomes are delivered through State Branches where required.
- Develop policy and advocacy initiatives.

### National Group and other entity committees

- Manage the National Advisory Council to perform at an optimal level.
- Lead national group and other entity committees' work to align with APA strategic priorities.
- Optimise the performance and contribution of national group and other entity committees and leadership.
- Ensure entity plans are regularly developed and monitored for delivery.
- Improve governance and accountability practices, including regulations, budgets, reports etc.

## Conference

- Oversee the Association's Conference programs
- Drive change to achieve progressive growth in participation.
- Manage financial performance to return a net surplus.
- Negotiate contracts for future conference venues.
- Oversee committee selection and performance based on the guidelines for conference administration.

## Professional development

Operational excellence:

- Manage the operationalisation of the APA's professional development programs, with a target of over 500 events per annum and 50,000 participants domestically. (Note that the APA has an Education Division responsible for the Education Strategy, Framework and development of programs).
- Innovate to improve operational efficiency and customer experience
- Implement cost efficiency measures.
- Ensure optimal financial performance of APA PD events through best practice commercial management.
- Utilize and drive technological change to enhance the accessibility and uptake of the Association's professional development offerings.

## Team Leadership

- Lead and inspire a high-performing team, promoting a positive organisational culture and fostering professional development among team members.
- Direct and manage the team, ensuring their alignment with the APA's mission and strategic objectives.
- Monitor the team's performance against activity plans and budgets, taking corrective actions when necessary.

These duties and responsibilities are dynamic and subject to change as the APA evolves, and therefore, flexibility and adaptability are key attributes for success in this role.

Position dimensions: 5 direct reports, 26 staff in total

## About you and selection criteria

### Education and Experience

- Relevant Tertiary qualifications in business, management or relevant
- Demonstrated experience in membership context
- Thorough understanding of what drives member and customer value
- Experience in health sector or membership organisation desirable

### Skills

#### Strategic leadership:

- Proven ability to shape and lead Member Engagement initiatives, providing strategic direction to achieve organisational goals.

#### Operational excellence:

- Strong operational management skills, particularly in developing and implementing standardised approaches to optimise state office operations and professional development programs.

#### Team leadership and management:

- Demonstrated experience in effectively leading and managing teams, fostering a collaborative and high-performance culture.

#### Communication and stakeholder engagement:

- Excellent communication skills to liaise effectively and foster positive relationships with diverse stakeholders, ensuring clear understanding and buy-in for strategic initiatives.

#### Technology:

- Leading technological change to enhance accessibility and uptake of professional development offerings, ensuring a modern and inclusive approach.

#### Financial acumen:

- Financial management skills, including commercial decision-making, budget development, monitoring, and ensuring the financial sustainability of education programs.

#### People management:

- Manage the performance of team effectively and efficiently through formal and informal mechanisms

## Personal attributes

- Strategically minded
- Problem-solving approach
- Collaborative, inclusive working style with an ability to bring people on your journey
- Ability to work autonomously, set Divisional KPI's
- High accountability and self-actualisation
- Excellent leadership and influencing skills
- Excellence in written and oral communication essential

**If you are interested in the role, please forward your resume and a cover letter addressing the selection criteria to:**

**Murray Noble | Noble People | [murray@noblepeople.com.au](mailto:murray@noblepeople.com.au) | 0413 555 892**

*The APA is a safe and inclusive workplace which values diversity of background, experience, and perspective amongst our team members. We welcome all applicants and commit to a fair and equitable recruitment process for all.*

*The APA honours the richness and importance of Aboriginal and Torres Strait Islander cultures around Australia. We respect the thousands of years of custodianship of the lands on which we work, and we recognise the unique and valuable contribution Aboriginal and Torres Strait Islander team members make to our workplace.*

*We actively encourage applications from Aboriginal and Torres Strait Islander people.*

*All candidates must have full Australian Working Rights.*

*Only those successful in the selection process will be contacted.*