



Chief Executive Officer

The Chief Executive Officer will be responsible to the Directors of Surf Life Saving - Central Coast through the President.

1. Objectives

- i. To oversee the implementation of Surf Life Saving - Central Coast's policy and programs as outlined in the association's business plan.

Assist in the promotion of Surf Lifesaving as a community rescue, sport and recreational organisation.

- iii. To maintain and grow Surf Life Saving Central Coast's sponsorship base to enable it to carry out the planned activities.
- iv. To initiate and implement fund raising activities to supplement the sponsorship base.
- v. To effectively manage Surf Life Saving Central Coast's office staff.

2. Duties

- i. Manage the affairs of Surf Life Saving - Central Coast including
 - i. Chief Executive Officer to the Directors
 - ii. Office Administration
 - iii. Liaison with relevant stakeholders and community groups, e.g. Sponsors, Local Government and other sports.
- ii. Prepare/update the Business Plan and Marketing Plan that aligns to Surf Life Saving Central Coast's Strategic Plan
- iii. Implement, monitor and review marketing initiatives.
- iv. Provide advice on the development of, and assist with the implementation of Surf Life Saving Australia and Surf Life Saving - New South Wales policy as applicable to affiliated Surf Clubs in relation to the promotion and development of Surf Life Saving.

- v. Prepare and submit sponsorship proposals and funding submissions to current and prospective sponsors and Local Government agencies.
- vi. Coordinate the promotion of Surf Life Saving and maintain regular contact with all areas of media.
- vii. Coordinate activities involving research projects, education training program and commercial enterprises as required.

3. Specific Duties

- i. Prepare agendas and reports on Surf Life Saving - Central Coast activities for presentation to each SLSCC Council and Directors meeting.
- ii. Attend all Directors and SLSCC Council meetings and others as required.
- iii. Conduct the receipt and distribution of all correspondence to the President and other officers as applicable.
- iv. Direct matters requiring consideration to relevant Directors if not within policy or previously stated directives.
- v. Be available to the Directors and other members for consultation with and assistance in matters which are within the jurisdiction of Surf Life Saving - Central Coast.

4. Other

- i. Other duties as required