

POSITION RESULTS DESCRIPTION



Position Title	CEO
Reports To	The position reports to and is accountable to the Chair of the Board.
Organisation	The purpose of WCFL is to help those trapped in intergenerational poverty by providing professional training to transform the reproductive health of the people.
Authority Limits	<ul style="list-style-type: none"> • Purchasing of Goods and Services to a maximum of \$2,000 which has been provided for in the approved budget. Expenditure more than that amount and/or not in the approved budget, to be submitted for Board approval. • WCFL delegations as outlined in the Governance Manual and in line with WCFL's stated Purposes.
Position Overview	This position is responsible and accountable for developing and achieving WCFL's strategic plan in conjunction with the Board; building its reputation and profile; managing external and internal operations and providing consistent high-level advice to the Board on operations, policy and planning.
Management	Ensure the smooth running of all WCFL Projects and execution of agreed strategy. Manage all Operations, staff, and volunteers.

KEY RESULT AREAS	GOALS TO ACHIEVE	KEY PERFORMANCE INDICATOR
Leadership	<ol style="list-style-type: none"> 1. Lead, inspire and motivate a positive and affirming team culture in all workers to ensure achievement of Vision and goals. 2. Be the link between the Board and the Management (Operations/Administration) team members. 3. Professionally represent the organisation at internal and external events. 4. Manage Country Directors as appropriate and in line with the Country Agreement. Regular visits as agreed with the Board. 	<ul style="list-style-type: none"> • The organisational culture reflects WCFL's Values and stated Purposes. • There is unity in the team and they fully embrace and comprehend WCFL's stated Purposes. • Feedback from stakeholders is positive. • Relationships with In-Country are positive and mutually beneficial.

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Executing the Strategy	<ol style="list-style-type: none"> 1. In conjunction with the Board, devise the Strategic Plan with focus on future growth. 2. Strategic Plan is operationalised with progress monitored and reported to the Board. 3. Achieve specific performance plan objectives as agreed and undertake other duties as the Board may assign. 4. The environment in which WCFL operates is monitored and recommendations affecting the Strategic Plan are made to the Board. 	<ul style="list-style-type: none"> • The strategy is executed as per time plan and is on track. • Periodic Reports and communications update the Board effectively.
Financial management	<ol style="list-style-type: none"> 1. The organisation's budget is established and adhered to. 2. Financial support for WCFL activities is secured as per Fundraising Strategy. 3. Financial performance is monitored and WCFL has sufficient liquidity to meet all debts. 4. Financial activity and recommendations are reported to the Board. 	<ul style="list-style-type: none"> • A surplus budget is always tabled. • Internal and external audit requirements are successfully met.
Governance	<ol style="list-style-type: none"> 1. Report to the Board in writing, attend Board and Board Committee meetings as required and implement Board decisions and responsibilities as minuted. 2. Assist the Chair in preparing the agenda. 3. The Board is informed of trends and developments in the not-for-profit sector. 4. All operational governance obligations are complied with and WCFL acts in a lawful and ethical manner. 	<ul style="list-style-type: none"> • Monthly Reports submitted • Present at Meetings • No unethical suits are filed against the organisation

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People Leadership (HR)	<ol style="list-style-type: none"> 1. Invest in the holistic development of persons specifically identified for a leadership role. 2. Manage and participate in the recruitment, training and development of paid and volunteer staff and ensure the provision and management of human resources policies and practices. 3. Coach all Country Directors for the agreed period of time. Emphasis is on empowerment and geared towards their independence and self-management. 4. Maintain and develop an organisational culture that attracts, encourages and retains staff who fit WCFL's stated Purposes. 5. Set performance standards for all staff and monitor their progress. 6. Institute a culture of continuous improvement and to ensure staff receive the professional development as required. This may be via mentoring or coaching to assist in the achievement goals (individual and team). 	<ul style="list-style-type: none"> • Staff provide positive feedback regarding the support and leadership received. • KPIs – individual and team – are met. • Key leaders are identified and attend LMC or similar leadership training. • Staff are encouraged to maintain continuing professional and personal development.
Curriculum and Training Management	<ol style="list-style-type: none"> 1. Oversee the writing, design and maintain content and standards of all training materials and resources. 2. Plan and regularly review changes and update according to World Health Standards. 3. Facilitate moderation and validation sessions to ensure fair and relevant content and assessment of students. 4. Stay abreast of new trends and consider the M&E, moderation and validation findings to ensure regular updates to remain current, add customer value and update accordingly. 5. Recruit and train quality Trainers according to our core competencies. 	<ul style="list-style-type: none"> • Training materials are relevant, valid and current. • Training Partners receive training materials and resources (including kits) as required. • Assessing of students (participants) is fair and consistent. • Feedback from students is positive – no complaints.

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Quality Standards and Continuous Improvement	<ol style="list-style-type: none"> 1. Conduct effective monitoring and evaluation of all WCFL projects and events. 2. Conduct moderation and validation of training materials and assessment tools. 3. Ensure data is recorded and analysed for meaningful insights which are captured for continuous improvement in services (relevance and effectiveness) and marketing purposes. 	<ul style="list-style-type: none"> • Quality standards maintained and continuously improved. • Meaningful data is presented with findings and suggestions and plan for improvement.
Stakeholder Engagement	<ol style="list-style-type: none"> 1. Maintain effective liaison with relevant individuals, community groups, corporates and organizations to enable positive stakeholder management and planning of services. 2. The CEO acts as the public face of WCFL locally and globally. 3. WCFL is represented and promoted in academic, philanthropic parties and medical sector forums where relevant and appropriate. 4. Maintain good public relations with key stakeholders including government and philanthropies. 	<ul style="list-style-type: none"> • Regular contact via mailouts and other contact methods. • Positive feedback is received from stakeholders. • Event attendance is reported and recorded.

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Marketing Communications and Promotions	<ol style="list-style-type: none"> 1. Assist the Fundraising Committee in preparing a strategic plan for marketing and fundraising. 2. Execute all aspects of the plan within the given deadlines. 3. Attend Events and Conferences as guest speaker to ensure that WCFL is prepared for entering the global market. 4. Proactively seek opportunities to write papers that can position WCFL as a thought leader in reproductive health – i.e. articles, journals etc. 5. Oversee all Social Media, website development, Films and Brochure production to ensure it represents the organisation accurately and promotes our work effectively. 6. Produce periodic Newsletters that can shift thinking around reproductive health and its link to generational poverty as well raise funds. 	<ul style="list-style-type: none"> • The marketing and fundraising strategy is adhered to and executed as per plan. • The organisation’s profile is raised and is invited to speak at events. • Regular social media broadcast, website updates, brochures and other publications are produced and distributed as per plan. • Funding is secured as per plan to support a surplus budget.