

NATIONAL EXECUTIVE DIRECTOR

JOB DESCRIPTION



ORGANISATION OVERVIEW

Kindness Out Loud (KOL) is a privately funded grassroots national movement with an ambitious vision: *Think Australia, Think Kindness*. Rather than teaching people to be kind, Kindness Out Loud shines a light on the kindness already happening every day- making it visible, measurable and contagious. Measured with social research and a growing network of ambassadors, the movement aims to strengthen social connection, improve wellbeing and create a lasting ripple effect across communities.

We are looking for a visionary, hands-on **National Executive Director (ED)**.

POSITION PURPOSE

Working closely with Founding Director, Carolyn Vincent, the ED will provide strategic and operational leadership to the organisation. You will be responsible for translating the mission into measurable impact, and expanding the reach through high-energy, grassroots campaigns.

- **Reporting To:** Board of Directors, via the Chair.
- **Location:** Brisbane.
- **Employment Type:** Full-time (Flexible hours required for campaign events).

KEY RELATIONSHIPS

- **Board Chair and Board of Directors.**
- **Founding Director:** Carolyn Vincent. The founding Director leads public storytelling and vision, while the ED leads delivery, operations and day-to-day advocacy.
- **Research Partner:** McCrindle Research- The independent data voice for the Kindness Index.

KEY RESPONSIBILITIES

1. Grassroots Campaigning & Advocacy

- **Movement Building:** Design, launch, and execute community-led campaigns, using data to effectively grow engagement and reach. Build and design a network of partnerships to scale the movement nationally.
- **Digital Mobilisation:** Leverage social media, storytelling, and digital tools to drive organic, peer-to-peer engagement.
- **Public Advocacy and Stakeholder Management:** Build and maintain stakeholder relationships across government, corporate, community and philanthropic sectors. Advocate alongside Carolyn for KOL to key stakeholders, act as spokesperson as required, engaging with media, community leaders, and the public.



2. Strategic & Financial Leadership

- **Strategic Planning:** In partnership with the Board, develop and implement the organisation's multi-year strategic plan.
- **Compliance & Risk:** Ensure full compliance with all relevant NFP legislation, governance standards and reporting requirements.
- **Financial Sustainability:** Oversee the organisation's budget, ensuring fiscal responsibility, including fundraising as required.

3. Operations & Culture Management

- **Hands-on Management:** Oversee day-to-day operations, including building a team over time. Build and manage KOL's network of champions.
- **People & Culture:** Work with the KOL team and the diverse network of volunteers and supporters. Foster a culture that reflects our core values of kindness, inclusivity, and empathy.
- **Data-driven:** Work with research partners to identify and communicate findings.

4. Key Selection Criteria

- **Campaigning:** Proven experience designing and running successful grassroots campaigns, community organising, or movement-building.
- **NFP Leadership:** Some experience in a leadership role within a small-to-medium NFP or community organisation, including experience working with a board, and a solid understanding of NFP governance.
- **Resourcefulness & Hustle:** A track record of doing a lot with a little. You are creative with small budgets and know how to leverage volunteer power and pro bono support.
- **Exceptional Communication:** A charismatic storyteller who can inspire audiences across different mediums- from writing compelling grant applications to delivering high-energy public speeches.
- **Stakeholder Management:** Demonstrated success in working with partners and supporters at all levels.

KEY METRICS

1. Growth in the kindness index score and narrowing of the perception gap.
2. Growth in Champion network across Australia.
3. Growth in campaign engagement and reach.



Core Value Alignment: You don't just advocate for kindness; you live it. Your leadership style is collaborative, deeply empathetic, and resilient.

WHAT WE OFFER

- A deeply purposeful role where your daily work directly contributes to our nation.
- A flexible and supportive working environment. Working from home.
- Competitive NFP salary packaging options (\$160,000 + Superannuation).

TO APPLY

Please submit your resume and a cover letter (of no more than two pages) outlining your experience running grassroots campaigns and why a mission centred on kindness resonates with you to Peter Treseder before **September 9th**: p.treseder@patriciadukes.com.au

For brief discussions directly regarding the role, you can call Anna Reynolds on 0401 997 099.

KOL welcomes applicants from all backgrounds to apply.