

General Manager, Corporate Services and CFO

Position Title: General Manager, Corporate Services and CFO

Reporting To: CEO

Direct Reports: Manages a small cross-functional team of employees and contractors

Internal Stakeholders: Works as part of the Executive to support all business areas to achieve business and cultural success.

External Stakeholders: Engages with a wide range of stakeholders, including support/service provision organisations, contractors, government bodies and other clients.

Full-Time Equivalent: 1.0 FTE

About GPEX

At GPEX, we believe that primary health care must be reimaged to address Australia’s emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it’s our job to help unlock that potential. We’re in the midst of a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We're redefining study preparation and CPD by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we’re paving the way to a stronger, more resilient healthcare system in Australia.

GPEX Values



Excellence

we aspire to excellence



Innovation

we continually seek better ways



Integrity

we act with ethics and own our actions



Collaboration

we unite to deliver on our purpose

Position Purpose

The General Manager, Corporate Services and Chief Financial Officer (CFO) will ensure robust business capability, operational excellence, and scalable capacity to advance GPEX’s ambitious education and models of care products and services strategy. This position will require a leader who is both strategic and hands-on, capable of enabling GPEX’s digital and human-centred transformation agenda while ensuring financial stability and operational excellence across all corporate services functions.

Strategic Financial Leadership

- **Strategic Financial Planning:** Provide strategic financial counsel, guiding critical investment, resource allocation, and operational decisions.
- **Financial Modeling and Budgeting:** Develop and implement financial models and scenario planning for budgeting, forecasting, and performance management.
- **Operational Financial Oversight:** Manage all financial operations, including accounts payable, receivable, statutory compliance (e.g., PAYG, BAS, FBT, debtors and creditors, and cash flow management. Oversee preparation of monthly reconciliations (including bank, asset and liability accounts).
- **Pricing Strategy and Analysis:** Lead the development, implementation, and regular review of pricing strategies aligned with GPEX's financial goals, supporting accurate project pricing and market positioning.
- **Comprehensive Financial Reporting:** Prepare and deliver detailed financial reports, including management presentations, sales performance analyses, margin assessments, and procurement reviews.
- **Board and Stakeholder Engagement:** Provide financial commentary and analysis during Board meetings, and oversee commercial negotiations with partners to secure favourable terms and enhance profitability.

Corporate Services Transformation and Management

- **Corporate Services Leadership:** Oversee and manage key shared services functions, including operations, technology and marketing, ensuring alignment with organisational goals.
- **Strategic Execution:** Develop and lead the execution of GPEX's enabling services strategy, focusing on compliance, process optimisation, technology transformation, and capability development to achieve people-focused outcomes.
- **Customer Experience Enhancement:** Integrate customer experience principles into shared services operations, ensuring that all functions contribute to a seamless and positive user experience.
- **ICT Management:** Oversee the management of ICT systems, including security, asset management, troubleshooting, new technology implementation, and ongoing system maintenance and improvements.
- **Facilities and Tenancy Management:** Manage tenancy matters, including lease negotiations and office relocations, ensuring optimal use of resources.

	<ul style="list-style-type: none"> • Supplier and Contract Management: Oversee third-party suppliers such as ICT helpdesk providers, to ensure favourable terms and effective service delivery.
<p>Leadership and Change Management</p>	<ul style="list-style-type: none"> • Change Management Leadership: Develop and implement change management strategies that facilitate the adoption of new working methods, driving the organisation’s transformation agenda. • Team Leadership and Development: Lead, mentor, and empower indirect and direct staff across the organisation, fostering a high-performance culture characterised by engagement, collaboration, agility, and accountability. • Workforce Strategy Execution: Design and implement the Corporate Services workforce strategy, transforming operations through the introduction of new processes, procedures, and continuous improvement frameworks. • Innovation and Best Practices: Champion the adoption of best practice methodologies, focusing on organisational growth and the transition to customer-centric service management and delivery.
<p>Business and Financial Intelligence and Reporting</p>	<ul style="list-style-type: none"> • KPI Development and Monitoring: Develop and monitor financial and non-financial key performance indicators (KPIs) using robust metrics and online real-time interactive dashboards to support data-driven decision-making. • Management Reporting: Prepare management presentations and detailed analyses on sales performance, margins, marketing performance and customer metrics, offering actionable insights to enhance profitability. • Board Financial Reporting: Provide regular, comprehensive financial updates to the Board, including in-depth analysis of financial performance, cash flow, and profitability. • Investment Portfolio Oversight: Manage the communication and governance of the external specialised investment portfolio manager ensuring regular updates on the performance of GPEX’s investment portfolio, detailing returns, risk exposure, and any significant changes or rebalancing activities. • Governance Documentation: Prepare business cases, budgets, board reports, and other governance documentation to support organisational decision-making and compliance. • Client Engagement and Business Development: Actively participate in account management, client engagement, and business development to expand GPEX’s market presence and revenue streams as required.

	<ul style="list-style-type: none"> • Stakeholder Relationship Management: Foster strong relationships with key clients and stakeholders, ensuring that services and strategies align with their needs and expectations.
<p>Governance and Risk</p>	<ul style="list-style-type: none"> • Regulatory Compliance and Governance: Ensure all business operations comply with relevant laws, including ACNC regulations, NFP obligations, statutory requirements and maintain robust audit and risk management practices. • Risk Management Execution: Lead the execution and continuous review of GPEX’s risk management framework and plan, ensuring comprehensive risk mitigation strategies are in place. • Internal Controls and Compliance: Establish and maintain effective internal controls, policies, and procedures, ensuring staff awareness and compliance with all governance standards.

Key Capabilities

Financial Strategy and Accounting
 Expertise in driving strategic financial planning, accounting accuracy to support organisational financial goals and sustainability.

Business Intelligence and Reporting
 Proficiency in developing and leveraging data analytics and reporting tools to provide actionable insights that optimise business performance and inform strategic decisions.

Commercial Acumen
 Strong ability to apply market analysis, pricing strategy, and preferred contractual terms to enhance profitability and secure minimise risk.

Change Management
 Capability to develop and implement effective change management strategies that empower employees to adopt new processes, technologies, and organisational shifts.

Business and Digital Transformation
 Expertise in leading transformative business processes and digital initiatives to enhance operational efficiency and drive innovation.

Leadership and People
 Proficiency in inspiring, mentoring, and leading diverse teams, fostering a high-performance culture that promotes collaboration, agility, and accountability.

Governance, Risk, and Compliance
 Strong ability to ensure rigorous adherence to governance standards, proactively manage risks, and maintain compliance with legal, regulatory, and contractual obligations.

Qualifications and Experience:

- **CA/CPA qualification** with demonstrated commercial acumen and experience in business partnering.
- **Tertiary qualification** in Business Administration, Management, Commerce, Marketing, Technology, or a related discipline.
- **Extensive leadership experience** in senior financial or corporate services roles, with a focus on capability transformation, business process re-engineering, and strategic financial planning.
- **Proven expertise** in managing shared services functions to drive operational excellence and growth.
- **Strong background** in compliance, quality assurance, and risk management, with experience in establishing and maintaining robust governance frameworks.
- **Proficiency in financial management**, including developing financial models, budgeting, forecasting, and effective resource allocation to enhance profitability.
- **Leadership in change management** and organisational development, with a track record of guiding diverse teams through periods of transformation.
- **Experience in customer experience (CX) and digital strategy development**, leveraging digital tools and methodologies to enhance customer engagement and service delivery.
- **Excellent communication skills**, with the ability to present complex information clearly and concisely to diverse audiences.

Desirable Experience:

- Experience in health, education and/or not-for-profit sector, with a deep understanding of the operational challenges and opportunities specific to these industries.
- Proven ability to work with a Board to provide reporting and strategic contribution for growth, transformation, and investment initiatives.

Work Conditions:

- Full-time position with some flexibility in working hours to accommodate Board and team needs.
- Occasional intra, inter and international travel may be required.