



Candidate information pack

Executive Director

Ad Standards

Reference No: 994

Applications close: 11.30pm AEST Monday 19 May 2025

Unit 120B, Mode 3 Building
24 Lonsdale Street, Braddon ACT 2612
PO Box 5125, Braddon ACT 2612
T 02 6232 2200 • F 02 6232 2222
E admin@execintell.com.au

Executive Director, Ad Standards

Position description

Reports to:	Ad Standards Governance Chair and the AANA Board	Employment Type:	Full time, Fixed Term or Contract
Location:	Canberra, ACT	Work Arrangement:	Hybrid
Staff Numbers:	5 total		

AD STANDARDS

Ad Standards is Australia's advertising regulator. For 25 years, it has promoted responsible advertising, giving a voice to community concerns about the content of advertisements by independently handling complaints under the advertising industry codes.

Ad content in Australia is regulated through a system of self-regulation. This means that the advertising sector, through the Australian Association of National Advertisers (AANA), writes the rules that advertisers must follow. To maintain the integrity of the system, Ad Standards was established to handle complaints and provide secretariat support to the Ad Standards Community Panel, an independent group of people entrusted with adjudicating complaints and making decisions about advertisements. Ad Standards also offers a competitor complaint handling service available to businesses wishing to make a complaint about a competitor.

Ad Standards is an 'arm' of the Australian Association of National Advertisers, receiving no government funding, but rather Australian advertisers support the self-regulatory system and Ad Standards by agreeing to a small levy being applied to advertising spend.

A Board of Directors governs both Ad Standards and the AANA. The Board places the highest priority on preserving the integrity of the advertising self-regulatory system and the independence of Ad Standards' complaints handling function. Absolute separation is maintained between its work and the work of the Ad Standards Community Panel and the Ad Standards Industry Jury, which is user-pays service available to Australian businesses seeking to make a complaint against a competitor.

More information about the regulator is available at: <https://adstandards.com.au/>.

ROLE OVERVIEW

Reporting to, and working collaboratively with, the Ad Standards Governance Chair and the AANA Board, the Executive Director is responsible for developing and implement Ad Standards' strategic direction, ensuring the organisation remains responsive to changes in the advertising industry and regulatory environment. In overseeing Ad Standards' day-to-day operations, they will enhance the efficient and effective processes and the management of resources, including protecting its ongoing sustainability through sound financial stewardship, budgeting and reporting. Critical to Ad Standard's integrity as a self-regulator, is steering the Community Panel recruitment, decision making and effectiveness, and maintaining robust governance frameworks and operational policies. As the primary spokesperson, the Executive Director nurtures strong relationships with a range of key stakeholders – from advertisers and media agencies to regulatory bodies – and represents Ad Standards in industry forums, government consultations and media engagements. Among the opportunities will be taking ownership of the evolution to more proactive monitoring, developing an approach to the successful and effective maintenance of advertising standards in non-traditional media, and building the awareness with the public of Ad Standards critical role. The Executive Director, leads a small team, fostering engagement, and building a team culture of collaboration, accountability and continuous improvement.

RESPONSIBILITIES

Governance leadership

- Build a collaborative, positive, effective and transparent relationship with the Ad Standards Governance Chair and Committee, and the AANA Board
- Ensure reporting to the Board is accurate and timely, including establishing and reporting on metrics and commercial performance measures against budgets and targets
- Keep the Board accurately informed of service delivery and performance outcomes, the ongoing financial position, and significant management, strategic, risk and legal issues
- Inform the Board in a timely manner regarding issues of public concern, risks that affect Ad Standards and significant external developments
- Implement the decisions of the Board
- Promote excellence in governance at all times, and ensure the highest standards of good governance are embedded in processes, systems and decision-making
- Maintain, and periodically review with the Board, a risk register, identifying and reporting on critical long-term and short-term risks, and strategies for mitigating these
- Ensure compliance with all regulatory and contractual obligations
- Ensure policies and procedures are regularly reviewed and updated
- Implement and maintain robust governance frameworks and operational policies, ensuring compliance with legal and regulatory obligations.

Strategic leadership

- Work closely with the Board to set long-term goals and priorities, ensuring that Ad Standards remains responsive to changes in the advertising industry and regulatory environment
- Develop, in conjunction with the Board, Ad Standards' objectives and strategic plan, driving the implementation of strategic and business planning
- Support the development and implementation of strategies and initiatives to enhance and promote the reputation and sustainability of Ad Standards and the self-regulation system, including strengthening awareness of the critical role of the organisation with the public
- Lead the evolution of Ad Standards to more proactive monitoring, and developing strategies to successfully and effectively maintain advertising standards in non-traditional media
- Develop strategies to maintain financial sustainability, enhance revenue and reduce operating costs to drive overall productivity improvements
- Establish, and report on, an evaluation framework to monitor and measure outcomes and impact.

Operational leadership

- Oversee and ensure the effective delivery of Ad Standards' self-regulatory functions, including but not limited to, complaints, investigations, advice, education and compliance
- Lead the organisation in innovating and enhancing the integrity and effectiveness of the advertising self-regulation system
- Develop and oversee the implementation of annual business plans, in line with the strategic plan, and set priorities for operations
- Provide whole-of-organisation leadership and oversight of the Ad Standards' operations, financial administration, and people and culture
- Ensure the financial sustainability of the organisation, providing financial strategies and reports, including budget and annual reports in accordance with reporting obligations, funding requirements and best practice
- Develop commercially sound annual budgets aligned to Ad Standards' strategic plan
- Oversee the day-to-day operations of Ad Standards, ensuring efficient and effective management of resources, staff, and processes
- Review the Chief Case Managers review of the Ad Standards' Community Panel and Independent Reviewer decisions, identifying trends, and advise the Case Management team and the Panel

- Oversee the Community Panel recruitment, decision making, and effectiveness
- Engage and oversee the appointment of Independent Reviewers
- Support the Regulatory review of the Panel decision reports and copy advices
- Work collaboratively with the AANA self-regulatory team to support the evolution of its codes and guidance notes to help advertisers conduct responsible marketing
- Provide advice on interpretation and application of codes, and other regulatory frameworks
- Occasionally deliver training and implement education and advice initiatives designed by Regulatory
- Lead overarching risk management.

People leadership

- Build an ethical, accountable, respectful, cohesive, high-performing and empowered team culture
- Ensure high levels of employee engagement instilling a common sense of purpose and direction
- Ensure Ad Standards is a respectful and safe workplace
- Develop and mentor staff, providing them with the opportunity to excel
- Establish a comprehensive accountability framework to ensure the delivery of strategic and operational targets and outcomes.

Stakeholder leadership

- Act as the primary spokesperson for Ad Standards, representing the organisation in industry forums, government consultations, and media engagements
- Build and maintain strong relationships with key stakeholders, including the AANA, advertisers, media agencies, regulatory bodies, and the general public
- Advocate for Ad Standards' mission and work to enhance the organisation's reputation and influence within the advertising industry and broader community.
- Engage with industry bodies, and other relevant stakeholders, to promote awareness and understanding of Ad Standards' role and the importance of responsible advertising
- Prepare submissions to government and industry inquiries and consultations.

KEY COMPETENCIES

Experience, skills and knowledge

- Experienced executive leader
- Understanding of regulatory process, policy-making and compliance
- A background in legal policy, highly desirable
- Familiarity with the advertising and media industry and key players, highly desirable
- Experience in developing and implementing medium to long-term strategic plans
- Demonstrated contribution to identifying solutions to complex and future-defining challenges
- Experience in board-level liaison and presentation
- Demonstrated financial management, forecasting, reporting and strategic planning capabilities
- Demonstrated strategic governance, risk and policy framework development capabilities
- Ability to prepare presentations, proposals and reports, including financial analysis
- Ability to solve problems through discussion, negotiation and teamwork
- Proven, effective and engaging leader
- Fosters continuous improvement and innovation.

Traits and characteristics

- Highly ethical and lives the values of the organisation
- Has the presence and communication capabilities to represent Ad Standards
- Demonstrates high EQ

- Sophisticated communication and presentation skills
- Visionary; sells the vision
- A 'doer' and hands on
- Strong achievement drive and results orientation
- Authentic, high integrity, transparent
- Digitally savvy
- Authentic and hands-on leader; leads by example
- Well-honed commercial and business acumen
- Exceptional stakeholder relationship management expertise; develops long-lasting partnerships
- Coaches and develops others
- Change leader
- Navigates complexity
- Resilient and adaptable.

Remuneration

A Total Remuneration Package (TRP) reflecting the importance of the position will be negotiated with the successful candidate.

Reasonable adjustments

Executive Intelligence Group is committed to all prospective applicants and can provide reasonable adjustments during the application and/or the interview process. If you require **Executive Intelligence Group** to provide reasonable adjustments, please contact our Project Managers: Catherine Jennings or Renee Brassington on 02 6232 2200 for a confidential discussion.

Preparing your application

Your application should include a CV and a statement of claims (a short 'pitch' of approximately 1000 words) drawing out why you are interested in the role, what you offer the agency, your skill set, relevant career history and achievements, and your leadership attributes.

In addition to submitting your CV and a statement of claims (or 'pitch') you will be required to fill in some additional fields in our online application form. These include areas such as Key areas of expertise, Major Achievements, Staff Management and Budget Management.

About Executive Intelligence Group

Executive Intelligence Group is a Canberra based executive search and recruitment management firm. We specialise in finding, selecting, developing, coaching and mentoring senior executives across a range of different contexts and sectors.

We are held in high regard by senior decision makers and would be recognised as having exceptional coverage in terms of the number and nature of agencies for which we have completed assignments.

We have extensive experience in generalist, 'difficult to fill' and specialist executive roles, bulk rounds, statutory appointments and private sector positions and an outstanding reputation in dealing with Secretaries, senior executives CEOs and Boards.

If, after reading the selection documentation, you require further information please contact **Tricia Searson** or **Karina Duffey** on **(02) 6232 2200**.

Applications must be submitted through the Executive Intelligence Group website.

How to apply

Executive Intelligence Group has the capability to receive applications online via our website.

A major benefit of lodging an application through our system is that your details will now be saved in your personal, confidential account. This means that, should you apply for any future roles through us, you will not have to re-enter this information and this will hopefully make the application process easier for you. If at any time your personal details change you are able to update this via your account. It is important to us that you find our website easy to use. If you have any feedback on how we can make the website more user friendly to assist you in completing an application or downloading candidate information, please let us know.

At **Executive Intelligence Group**, we respect the confidentiality of the personal information you provide to us and understand that your privacy is critical.

To review our Privacy Policy please click here: <https://executiveintelligencegroup.com.au/privacy-policy/>.

Important things to note:

- When you apply for the first time, please create an account and make a note of your username and password;
- For subsequent applications, you will need to log in to your account and submit your application along with your CV and statement of claims/pitch. I.e. you will need to submit an application for **EVERY** vacancy you are interested in - submitting one application does **NOT** mean you will automatically be considered for other vacancies with Executive Intelligence Group.
- Please have your CV and statement of claims/pitch ready to upload in a single document. Make sure you take account of the requirements of the position and the selection criteria (if required) against which you will be assessed. In your CV, it is useful for you to provide a quick snapshot of the key responsibilities you have had in each role over the last 5 years;
- You will have an opportunity to review, edit and print your application before you submit. However, once it is submitted you will not be able to make any changes;
- In the event that you do not receive an automated email confirming your application has been submitted it is very important that you contact us as there may be an issue with your application lodgement;
- If you do not hear from us about the progress of your application within 3 weeks from the close date, please contact us for an update; and
- If at any time, you wish to withdraw from this process you will need to send an email to admin@execintell.com.au to let us know. You are unable to withdraw your application directly from the website.

We can be contacted on 02 6232 2200 or admin@execintell.com.au.

How to apply online:

1. Go to the Executive Intelligence Group website and navigate to the Vacancies page (<http://www.executiveintelligencegroup.com.au/vacancies/>);

2. Find the vacancy you are interested in applying for and click 'More Info'. This will enable you to download the candidate information pack. This will assist you on how approach your application;
3. When you are ready to apply, find the vacancy you are interested in applying for and click 'Apply';
4. Read the information about applying and press 'Start';
5. This is where you will create your account if you are applying for the first time. If you have used our system previously you can log in with your user name and password;
6. From here you will be guided through an online application form;
7. At the end of the form you will be prompted to upload your CV and selection criteria/pitch. You **MUST** have your name referenced within the document/s you upload. Please note you should have this already saved in a single document it is preferable to keep the file name of the document short and without symbols for example: **Surname First Name Ref No Job**. Where possible please upload your documents in PDF format, we are also able to accept documents in Word format.
8. If you wish to change any of the sections before you submit you can click on the 'Summary' table on the right-hand side which will take you to the specific page;
9. Submit your application; and
10. You will receive an automatic email with a copy of your application.