

CS13 Managing Director / CEO / General Manager /Owner

1. Job role

TCF sub-sector	Cross sector
Job role	CS13 Managing Director / CEO / General Manager /Owner
Job role description	Provides strategic leadership and overall management of a textile, clothing or footwear enterprise. In many Australian TCF businesses the Managing Director is also the business founder or owner and plays a direct role in product strategy, sourcing decisions, supplier relationships and market development. The role integrates product development, sourcing, brand development, sales channels and financial performance to ensure the commercial sustainability and growth of the enterprise.
Performance expectations	• Deliver sustainable business growth, profitability and market competitiveness • Define enterprise strategy aligned with brand identity and market opportunities • Align product design, development and sourcing decisions with commercial objectives • Oversee manufacturing or global sourcing operations to ensure quality, cost and delivery performance • Maintain strong financial management and cash flow oversight • Develop capable leadership teams and organisational workforce capability • Maintain compliance with WHS, environmental, trade and ethical sourcing requirements • Build strong supplier, manufacturing and retail partnerships
Specialisation	Founder-led fashion and apparel businesses, footwear or leather goods brands, textile manufacturing enterprises, and design-driven product companies operating with global supply chains.
Application in other TCF sectors	The skills used in this senior management role are largely transferable across different sectors of the textile, clothing and footwear industry, and they are also broadly applicable to other manufacturing processing and production industries that operate complex supply chains, product development cycles and market-driven production systems.

2. Key tasks and critical work functions

Key tasks	• Define business strategy, growth priorities and market positioning • Oversee product design, development and range planning processes
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	• Manage supplier relationships and sourcing strategies • Monitor financial performance including revenue, margins and cash flow • Lead senior management teams across product, operations and commercial functions • Develop partnerships with manufacturers, distributors and retail channels • Oversee brand strategy, marketing and customer engagement initiatives • Monitor industry trends, regulatory developments and emerging technologies
Critical work functions	• Strategic leadership of product-led enterprises • Integration of product development, sourcing and commercial strategy • Oversight of global supply chain and manufacturing partnerships • Financial governance and enterprise sustainability • Leadership of organisational culture, innovation and workforce capability

3. Technical skills

Business strategy and enterprise management	Develop long-term business strategies aligned with market opportunities and organisational capability.
Financial management and commercial performance	Manage budgets, margins, cash flow and investment decisions in product-based businesses.
Product strategy oversight	Guide product range strategy and development priorities in collaboration with design teams.
Global sourcing and supplier management	Manage relationships with domestic and offshore manufacturers and suppliers.
Manufacturing and production systems	Understand production processes used in textile, clothing and footwear industries.
Market and brand strategy	Develop brand positioning, market expansion and customer engagement strategies.
Regulatory and compliance management	Ensure compliance with WHS, trade regulations, environmental requirements and ethical sourcing standards.

4. Generic Skills

Leadership	Provide organisational leadership and develop capable management teams.
Strategic thinking	Identify market opportunities and respond to industry trends.
Communication	Engage effectively with employees, suppliers, customers and stakeholders.
Decision making	Make informed strategic and operational decisions.
Negotiation	Negotiate supply agreements and commercial partnerships.
Entrepreneurial capability	Drive innovation and business development opportunities.

5. Emerging skills

Emerging skills	• Digital business models including e-commerce and direct-to-consumer retail • Supply chain transparency and traceability systems • Sustainable materials and circular product strategies • Data-driven decision making using enterprise analytics systems • Integration of digital product development technologies • Environmental, social and governance (ESG) reporting and compliance
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6. VET Qualifications and Skill Sets

Entry-level preparation	BSB50420 Diploma of Leadership and Management or equivalent
Advanced development	BSB60420 Advanced Diploma of Leadership and Management or equivalent or bachelor's degree in business, commerce, fashion business or related discipline.

7. Job progression

Possible job progression	Senior Product Manager / Operations Manager / Commercial Manager → General Manager → Managing Director / CEO / Owner
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8. Classification

Australian Qualifications Framework	AQF Level 5-7
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2
Open Source Classification of Occupations for Australia (OSCA)	Chief Executive Officer / Managing Director - Manufacturing or product-based enterprise



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