

BAS102 Duties of a Chief Financial Officer Services

12 Eclipse Street  
Rowes Bay  
Townsville QLD 4810  
Ph: 07 4724 1118  
E: [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au)  
W: [www.essbiztools.com.au](http://www.essbiztools.com.au)

# Duties of a Chief Financial Officer

***Peter Towers FCPA, FAICD, MIMC  
Managing Director  
ESS BIZTOOLS Pty Ltd***

***[www.essbiztools.com.au](http://www.essbiztools.com.au)***

***☎ 1800 232 088***

## Duties Of A Chief Financial Officer

It is enlightening to consider the duties of a Chief Financial Officer (CFO) in a large business. Many of the components of a larger organisation's CFO services are also required by SMEs. Whilst it is acknowledged that a SME does not require a full time CFO, nevertheless, many growing businesses could benefit from an experienced accountant supplying CFO services to assist in the growth and value adding of the business.

A review of newspaper advertisements, for Chief Financial Officers, Financial Controllers and Finance Directors positions has been conducted. These are the key services that an accountancy business, offering business advisory services, should be able to offer to supply to SME clients.

These advertisements identified the key job requirement as follows:

### Financial Function:

- Lead, plan and direct the financial strategy of the business.
- Management of financial and business services including:
  - accounting, taxation, audit
  - detailed expense and cost of sales analysis
  - capital expenditure monitoring
  - overseeing accounts payable, accounts receivable and payroll functions
  - cost control
  - preparation of monthly financial accounts
  - responsibility for the integrity of the general ledger
  - analysis of financial data

### Commercial Functions:

- Management of commercial business services including:
  - information technology functions
  - human resources
  - treasury
  - risk management
  - effective cashflow management
- Develop effective banking relationships to drive future growth of the business.
- Manage treasury and funding requirements e.g. capital/debt raising.
- Manage all matters relating to working capital including:
  - debtors
  - stock
  - work in progress
  - bank relationships
- Manage contractual obligations of the business.
- Preparation of detailed budgets and cashflow forecasts and the general planning for the business.
- Analysis and management of strategic growth incentives including potential acquisitions for the business.
- Management of the commitments, forecasts and cashflows on a major contract.
- Pricing and commercial negotiation.

### Business Growth:

- Drive profitable growth achieved by understanding the business fundamentals.
- Establish strategies and tactics for business growth and shareholder value improvement.
- Execution of financing strategies and activities.

- Merger and acquisition activities.

**Focus On Key Financial Data:**

- Customer, people, growth and profitability targets.
- Key Performance Indicators.
- Benchmarking comparisons.
- Create efficiencies by:
  - managing margins
  - analysing costs and risks
- Drive system development and implementation.
- Business improvement projects.
- Ensure the business supplies efficient, effective and value for money services.
- Analyse key result areas and interpret trends for decision makers.

**Company Secretarial:**

- Management of administration, legal and company secretarial functions.
- Coordination with the Chairman and Board of Directors in relation to submission of reports and other agenda items.
- Preparation of agendas for meetings of directors.
- Attendance to statutory requirements.

**Executive Management Team:**

- Pre-empt potential issues and proactively provide recommendations to the management team.
- Review current systems and provide recommendations on streamlining processes to ensure the consistency and accuracy of monthly group reporting.
- Commercial partner with the CEO.
- Champion key commercial outcomes.
- Preparation of management reporting packs.
- Provision of accurate, timely and meaningful information to senior management.
- Support senior leaders and delivery arms of the organisation to make astute commercial decisions regarding bids and contractual negotiations.
- Strategic directions of the business.

**Personal Attributes Of A CFO:**

- Hands-on approach to work.
- Disposition for challenging the status quo.
- Ability to engage and influence a wide range of internal and external stakeholders.
- Build team capability.
- Provide an environment that encourages continuous improvement and automation.
- Drives financial asset management.
- Demonstrate excellent communication and interpersonal skills.
- Cashflow management skills.
- Outstanding communication skills.
- Ability to influence and negotiate at executive levels.
- Strong commercial acumen and drive.
- Strong leader.
- Driver of change.
- Strong client focus.
- Excellent negotiator.