



# Chief Operating Officer

## ROLE DESCRIPTION

The chief operating officer (COO) of a company is second in command, reporting to the chief executive officer (CEO).

While a CEO is concerned with long-term business goals, the COO is focused more on implementing company strategies into daily operations to meet objectives. Chief operating officer responsibilities will vary depending on the company, and the role is often influenced by the CEO's personal management style.

It's important for the CEO and COO to be efficient collaborators and work in tandem to steward the company with the best leadership.

## OBJECTIVES

- Collaborate with CEO in setting and driving organisational vision, operations strategy, and hiring levels
- Translate strategy into actionable steps for growth, implementing organisation-wide goal setting, performance management, and annual operations planning
- Oversee company operations and employee productivity, building a highly inclusive culture that ensures team members can thrive and that organisational goals are met
- Ensure effective recruiting, onboarding, professional development, performance management, and retention
- Deliver compliance with national and local business regulations, and take appropriate action when necessary
- Build and maintain trusting relationships with key customers, clients, partners, and stakeholders

## RESPONSIBILITIES

- Analyse internal operations and identify areas for process enhancement
- Implement business strategies and plans that align with the short- and long-term objectives developed in tandem with CEO
- Oversee operations, HR, and accounting, and partner with CEO in sales management so that sufficient investment capital can be budgeted for near-term growth targets
- Manage capital investments and expenses aggressively to ensure that the company achieves investor targets for growth and profitability
- Monitor performance with tracking software and take corrective measures when necessary, and prepare detailed updates and forecasts
- Build and maintain trusting relationships with key customers, clients, partners, and stakeholders