

Position Description



General Manager, Wangaratta Festival of Jazz & Blues

- Independent contractor role for one year, with option to extend to a second year
- Attractive hourly rate
- Working from own office, with travel to meetings as required.

The Wangaratta Festival of Jazz & Blues is a premier regional jazz and blues festival, with a history going back thirty years to 1989. Since its inception, the Festival has been recognized internationally as a world-class Festival with a warm heart. Situated in Victoria's North East, the Festival's location between major capital cities is grounded in the event's history and has contributed to its reputation as the launching place and premiere event for intra-state collaborations and musical projects. The Festival successfully showcases Australia's thriving jazz and blues sectors and prides itself on providing a 'meeting place' for national and international musical collaborations.

The National Jazz Awards is a key component of the Festival – a prestigious award for emerging jazz talent, for those aged 35 years and younger, featuring a different instrument each year. In 2020 the National Jazz Awards will feature Voice.

In a festival year, the General Manager works with the Artistic Team and the Board, to provide day-to-day leadership and organisational performance of the Festival.

In 2019 the organisation is not running a festival. Activities in 2019 will be focused on planning and organisational structure, building resilience and robustness into the Festival's structure.

The General Manager will be responsible for the implementation and monitoring of the WfoJB Strategic Plan and associated programs, policies, processes, systems and procedures to achieve the goals and objectives of the organisation.

There will be some work around ensuring stakeholders and potential customers remain engaged with the Festival, to minimise the impact of a year's break on ticket sales, sponsor and partner engagement in 2020.

Reporting to the Board, the General Manager will also be expected to explore new ideas, opportunities and innovative strategies to contribute to the Festival's long-term relevance, reputation and sustainability.

Organisational culture

We are looking for someone who will create and maintain a culture of engagement, transparency, and excellence to diversify income streams, engage new audiences and foster the presence and impact of the Festival locally, nationally and internationally.

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Key deliverables

During the term of this contract, the General Manager will be expected to deliver a range of tangible outcomes including documented processes and procedures that support the strategic plan and policies created by the Board.

There is an additional component of ongoing work to be delivered, such as email management, website updates and preparation of monthly Board papers and reports.

Festival Budget and financial planning

- Guided by the Treasurer and the financial subcommittee, prepare, implement and monitor the financial plans and budget of the Festival.
- Manage bookkeeping services to ensure payments are made on time
- Support the treasurer in their creation and circulation of a **monthly financial report** to the Board.
- Coordinate the audit of the 2019 Financial Reports.

Fundraising

Working with the Board fundraising sub-committee the General Manager will:

- Complete **grant applications** to an agreed schedule.
- On behalf of the Board, and with Board approval of content, submit grant applications to funding bodies including local, state and federal government agencies and private funding bodies.
- Working with third parties as agreed by the Board, create a **philanthropic fundraising model** that will result in philanthropic donations to an agreed goal value
- Review and regularly update the fundraising opportunities list compiled by the Board.
- Document an **action plan** to increase philanthropic support in subsequent years.
- Review sponsorship prospectus and provide recommendations for improvement
- Develop a **timeline** and **roles & responsibilities matrix** for fundraising activities including grant applications, sponsor engagement and philanthropic contributions.

Marketing and promotion

- Working with the marketing sub-committee, review and **update the strategic marketing plan**
- Create a detailed **marketing action plan** to maintain and improve engagement with the Festival's brand.

Stakeholder engagement

- Working with relevant Board members, create a **documented approach for stakeholder engagement**. Stakeholders will include the artistic and presentations partners, media partners, educational partners and funding partners across the private sector, and local, state and Federal government
- Create an **action plan and timeline for stakeholder engagement** in the hiatus year of 2019 and for the thirtieth anniversary Festival in 2020
- Coordinate a number of **stakeholder engagement activities in 2019** including meetings with community leaders, accommodation providers and other businesses in the Wangaratta area.

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Strategic planning

- Identify and recommend **mitigation strategies for issues** arising from current strategic and artistic plans, as well as changes that may occur as a result of planning activities in 2019. Issues may be related to production, marketing, catering, staffing, box office, finance, legal, taxation, contracting, venue, transport and accommodation.
- Review and coordinate a **quarterly update to the Risk Register**.
- Identify and document **resources required to mount the 2020 program**.

Artist contracts

- With the Artistic Team and the Board's Artistic sub-committee, conduct a **review of the Festival's artistic contracts**, providing recommendations for improvement according to the issues you identify and that have previously been identified by the Board.
- Create **processes and procedures** including **timelines, roles & responsibility matrix** and **templates** for artistic arrangements including
 - Contract negotiation
 - Travel & accommodation
 - Invoicing and payment
 - APRA licensing.

Annual General Meeting and Special General Meetings

With the Secretary and the Chair, prepare **notices, papers, and reports** associated with the 2020 Annual General Meeting.

Corporate communications

The Chair of the Festival Board is the spokesperson for the Festival. The lead Artistic Director is the spokesperson for matters relating to the artistic content of the program. In 2019 the General Manager is the first point of contact for media, and will coordinate media appointments for the Chair.

In a festival year, the General Manager also coordinates media appointments for the Lead Artistic Director or their delegate as required, including working with the Festival publicist during the Festival to draft talking points.

In 2019, the General Manager will

- create a **corporate communication plan** including key messages in boilerplate format to be used in grant applications and other types of communication.
- create and follow a **process for official Festival communications** including identifying responsibilities for drafting, review and approval.
- draft, send and coordinate **correspondence** including emails, letters and newsletters, following the approved process.

Membership Model

With the Board and the appropriate subcommittee coordinate the creation of a viable **Membership Model** including:

- Member role and responsibilities
- Membership fee structure
- Member benefits

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Conditions of engagement

As an independent contractor, you will be expected to work from your own premises, using your own equipment. Payments will be made on receipt of an invoice, at agreed delivery milestones, to be discussed during the contractual phase of your engagement, and aligned with the Festival's strategic plan and high level timeline.

A phone will be provided for use on Festival business, including a limited data allowance that can be used for connecting to the internet.

The cost of travel to Festival meetings is included in your hourly rate.

You will be expected to use the Festival's existing systems, including email and other tools. The Board will encourage you to recommend improvements as they arise, providing cost benefit and risk analysis for any recommendation so that the Board can make informed decisions that support the Festival's strategic direction.

The Festival has budgeted for a capped number of hours at a generous rate, on the expectation that the General Manager's work will not exceed an average of 15 hours per week for the remainder of 2019.

The successful applicant will have their own ABN and be responsible for managing their own taxation and superannuation. Contractors must arrange their own Professional Indemnity and Public Liability Insurance, and provide proof of coverage as part of their application.

The Contractor would be expected to start as soon as possible. The term is offered on a contractual basis for one year subject to a probationary period of three months from date of appointment, and with an option to extend if all parties wish to do so.

Qualities we seek

The General Manager will demonstrate excellent leadership, judgement and negotiation skills, a strategic focus, strong business and financial management skills, an ability to develop and nurture stakeholder relationships, and a proactive approach to seeking opportunities, continuous improvement and collaboration. We are looking for someone with a track record in a role with a similar level of responsibility.

We welcome applications from candidates from a range of backgrounds, with an established professional profile or potential to develop as a leader in Australia's jazz, live performance and broader cultural sector.

How to apply

Email your application to businessmanager@wangarattajazz.com by 4pm Friday 26 April 2019. Your application should include the following:

- Cover letter that addresses the key selection criteria
- Curriculum vitae with contact details for three professional referees
- Certificates of currency for Professional Indemnity and Public Liability Insurance, including amount of coverage.

All applications will be treated confidentially.

Additional Information

If you have questions please contact Miriam Zolin on 0407 664 202 or by email at businessmanager@wangarattajazz.com