

<b>Position Title:</b>	General Manager
<b>Location:</b>	Perth, WA
<b>Reports to:</b>	Chairperson and FolkWorld Inc. Board
<b>Direct Reports:</b>	Artistic Director Fairbridge Festival Event Manager

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### Position Summary

The General Manager is accountable for developing and implementing the FolkWorld Inc. strategic vision and delivery of the annual business plan.

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### Objectives

To achieve our aim of promoting traditional, contemporary and multicultural folk music, dance and related performing arts (with a particular emphasis on families), the General Manager is responsible for:

1. Successful event planning and delivery of the annual Fairbridge Festival, its associated events and additional initiatives
  2. Facilitation of cross-cultural sharing between different folk communities, and
  3. Working with others to help promote folk music, dance and related performing arts.
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### Key Responsibilities

#### 1. Direction and Strategy

- Assist the board develop and implement the FW Inc. strategic vision and plan to peak body status
- Develop and deliver the annual business plan, including budgets and supporting key performance indicators
- Continue to build and grow the annual Fairbridge Festival and associated events.
- Expand the current event horizons with the aim to deliver supporting events to Fairbridge Festival relevant to the objectives of FolkWorld Inc.
- Help build national and international networks to develop partnerships that facilitate opportunities for inbound artists as well as creating performance opportunities for Australian artists overseas

#### 2. Financial Management and Funding

- Achieve agreed annual financial goals and growth targets as approved by the FolkWorld Inc. Board.
- Manage the annual financial reporting and audit process.
- Successfully secure funding through grants, donors and sponsors.
- Identify potential partners and new funding and sponsorship opportunities.

- Develop a plan for increasing non box-office revenue.
- Develop a plan to implement Stage 1 of cashless festival at 2021 festival.
- Develop a plan to increase membership base, including a review of paid memberships with (student discount options).

### **3. Stakeholder Engagement and Management**

- Build partnerships and projects with other local cultural groups, peak groups, music clubs, festivals and other relevant organisations to expand into new projects on an annual basis.
- Develop and maintain strong relationships with key stakeholders including funding bodies, community groups, government agencies etc.
- Ensure an effective marketing and promotion strategy is in place for the range of FolkWorld Inc. events

### **4. People and Organisation**

- Ensure a safe and environmentally responsible work place and ensure compliance with all relevant health, safety and environmental legal requirements
- Ensure the organisational structure is designed to meet the current and future needs of the organisation with clearly defined responsibilities.
- Ensure the organisation has the right people capability to deliver, by ensuring effective recruitment, retention as well as people and performance management processes are in place.
- Build the right organisational culture to support collaboration and working effectively as one team.
- Evaluate the Fairbridge Festival Operations Group to clearly detail responsibilities and appropriate designation of paid and volunteer roles.
- Oversee and guide the effective transition and implementation of digital/IT processes to create efficiencies and streamline operations

### **5. General**

- Monitor and report to the FolkWorld Inc. Board on business plan deliverables, financial reporting, risk management and other relevant issues as required.
  - Develop an IT systems strategy to support current and future business needs.
  - Ensure compliance with all relevant laws, regulations and external reporting requirements.
  - Other duties as designated by the FolkWorld Inc. Board.
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### Key Stakeholder Relationships

- Chairman and FolkWorld Inc. Board
  - Contracted staff and volunteers of FolkWorld Inc
  - Funding bodies
  - Donors and Sponsors
  - Artists and performers
  - Community and interest groups
  - Government agencies
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### Skills and Experience

#### Essential

- Previous senior leadership experience
- Previous experience working with Boards / Committees and providing leadership on strategic planning.
- Demonstrated budget, financial planning, contractual, change management, stakeholder engagement and people management skills.
- Knowledge of the grants environment for the arts and other potential funding with proven experience securing grants and sponsorship.
- Strong communication skills with the ability to undertake media interviews, public speaking and advocate the FolkWorld Inc. vision to funders and sponsors.
- Outstanding influencing and relationship building skills
- Excellent problem solving and decision making skills

#### Desirable

- Previous experience working within the arts industry, including events planning.
- Experience working at a senior level in a Not-for-Profit organisation.