



General Manager and Deputy CEO Position Description

ABOUT MELBOURNE FRINGE.

Through arts participation, Melbourne Fringe sparks artistic, cultural and personal discovery for Melbourne and its citizens.

We celebrate cultural democracy: the idea of art for anyone. Our open access programs, our civic art works and our artist development initiatives are the keys to us achieving our vision. We embrace risk by relinquishing control because we are owned – wholly and joyfully and completely – by our participants.

Our 18-day annual open access festival in September showcases work from the margins and creates artistic frameworks that empower the individual and privilege difference. We maximise participation for all people, regardless of experience, age, gender, race, sexuality, culture, ability or political persuasion. Freedom of expression is fundamental to our work, and our festival transcends conventional viewpoints of talent, content or priority to allow anyone to make and present work. That's why Melbourne Fringe is the most adventurous, inclusive, all-encompassing multi-artform festival in Australia.

We provide platforms for work in every artform, across the blurry edges in between, and at the frontiers of what we might call art. The festival is a celebration of our values and our community, and it provides an opportunity to create and to play in unusual circumstances and with surprising outcomes.

Our commitment to cultural democracy uncovers talent, extends artistic practice, enables free expression, empowers individual choice and encourages artistic risk-taking. Melbourne Fringe creates a culturally engaged citizenship that celebrates new ideas, re-discovers aspects of itself and of our city so as to see the world anew.

VALUES.

Bravery / Collaboration / Diversity / Inclusivity / Independence

GOALS.

INSPIRATION: To create a festival context that enables new and surprising experiences, celebrating discovery, difference, and Melbourne itself.

PARTICIPATION: To facilitate engaged participation in the arts, supporting freedom of artistic expression and inclusiveness of our population.

INCUBATION: To strengthen the independent arts, developing artists' skills and providing platforms for the advancement and recognition of their work.

EVOLUTION: To enable the development of our organisation, maximising our impact and reach through strategic partnerships and operational excellence.

THE ROLE.

Position	General Manager / Deputy CEO
Reporting to	Creative Director / CEO
Direct Reports	Business Operations & Systems Manager; Bookkeeper; Venue Manager; Volunteer Coordinator
Lateral Relationships	Together with the Creative Director / CEO, form the executive leadership team. Together with the other Heads of Department (Head of Marketing and Development and Senior Producer), form the Senior Management Team. Works collaboratively with all Melbourne Fringe Festival Staff, interns and volunteers.
Stakeholder Relationships	Board Members, Festival Venues, Artists, Industry Bodies, Government, Hospitality Sector, Sponsors
Position type	Full time ongoing position

POSITION SUMMARY.

The General Manager / Deputy CEO is responsible for leading the Business and Operations team and for enabling the delivery and strategic advancement of Melbourne Fringe's programs. S/he oversees festival planning, project management and delivery, business management and finance, human resources, organisational operations and policy development, venue and hospitality entrepreneurial projects and retail operations, and systems infrastructure and design.

The General Manager / Deputy CEO is a key senior staff member working closely with the Creative Director / CEO to develop and implement strategies to best support the realisation of the artistic vision of Melbourne Fringe: a celebration of cultural democracy. The General Manager / Deputy CEO acts to celebrate and support the work of Fringe artists.

The role leads the festival planning cycle, and ensures the successful day-to-day company operations of a leading arts festival. S/he plays a key operational role in the management and delivery of the Fringe's venue and bars.

This position is part of the Executive Team at Melbourne Fringe and will play an important role in helping to drive the organisation's future direction.

The business and operations team is responsible for facilitating organisation-wide processes that enable Melbourne Fringe's operations and programs including the open access Independent Program, the Fringe Venue and Hub, Festival Club, the Creative program made by Melbourne Fringe, and Artist and Sector Development Programs.

KEY DUTIES AND RESPONSIBILITIES.

Planning and Strategy

- In collaboration with the Creative Director & CEO, oversee the delivery of the Melbourne Fringe strategic plan, and contribute to its ongoing development.
- Lead the organisational planning, project management and review processes.
- Work with Melbourne Fringe board members and subcommittees to develop and report on financial, operations, risk management, policy and HR matters.

Financial Management

- In collaboration with the Creative Director & CEO, lead the organisation's annual budgeting process

- Manage organisational budgets, oversee payroll and finance, lead monthly profit and loss, balance sheet and cash flow reporting.
- Coordinate the annual Melbourne Fringe Ltd financial audit, and prepare required internal documents, in consultation with the Bookkeeper and independent auditor.
- Manage financial control systems and processes across the organisation, including co-authorise all expenditure against approved budgets.
- Report to the Finance Committee of the Board

Entrepreneurial Programs

- Lead the organisation's Bar and Venue management project design and delivery
- Create a framework which supports the organisation's financial, artistic and strategic objectives.
- Oversee management of retail operations including bars, ticketing and box offices.
- Develop entrepreneurial models for income generation, balancing artist accessibility goals with business development opportunities.

Governance, Policy & Human Resources

- In consultation with the Creative Director & CEO, manage Melbourne Fringe's human resources activity, including induction, contracts, recruitment, issues management, etc.
- Ensure accurate and relevant governance, compliance and reporting for the organisation and the Board of Directors across all relevant company and tax laws.
- Develop and implement Melbourne Fringe's organisational policies and procedures, including the Employee Manual
- Oversee contracts implementation across the organisation.
- Monitor, implement and communicate industrial awards and legislation changes
- Oversee insurance needs, assessment and policy selection

Festival Programs

- In collaboration with the Creative Director and CEO, oversee the management of festival programs and project deliverables and ensure they align with key stakeholder expectations
- In collaboration with the Festival Producer, lead the operations of the Festival Hub and Club, ensuring delivery of the highest calibre.
- Oversee the Festival's volunteering and internship programs
- Lead the organisation's risk management framework
- Ensure all liquor licenses and event permits are implemented and followed in a timely manner.
- Provide overall direction for the organisation's systems including registration, ticketing and CRM and project management.
- Maintain and build relationships with current and potential Melbourne Fringe Festival venues to build positive two-way relationships and maximise opportunities for artists
- Work collaboratively with the Business Operations and Systems Manager, Venue Manager, Production Manager, Ticketing Manager and Risk Consultant on the operations and logistics of the Independent Program.
- Prepare reports and funding acquittals as required
- Actively work to develop programs encouraging diversity, social and cultural inclusion, including ensuring our access and outreach action plans are up-to-date, relevant and sector leading.

Senior Management

- Manage Business and Operations team members and interns in consultation with the Creative Director / CEO
- Make high-level contributions to the strategic direction of Melbourne Fringe

- Work and report to delegated budgets, and work to Melbourne Fringe timelines and processes, contributing to their continuous improvement
- Contribute to detailed evaluation processes and artistic vibrancy framework to evaluate independent, artist development and creative programs, and engage in thorough debriefs and internal evaluation programs post-festival.
- Maintain an extensive network and a Melbourne Fringe voice among the independent arts community and aligned organisations, maintaining an understanding of the current needs of independent artists

General

- Support an organisational value of innovation and encourage appreciation within the organisation of the need for high levels of customer service.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival means extended hours and expanded duties during the festival period.
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Undertake a detailed self-led professional development program devised according to the Melbourne Fringe framework.
- Fulfil all legal requirements related by program activities. COMPLIANCE
- Other duties as directed by the Creative Director / CEO.

Key Selection Criteria

- Passion for the work of Melbourne Fringe
- Excellent project management and problem-solving skills – including the disciplined management of timelines, budgets, staff and resources
- Highly developed communications, collaboration and negotiation skills
- High level of stakeholder relationship management
- Resilience and capacity to work under pressure
- Sense of humour.

Inherent Physical Requirements

The physical requirements of your position are consistent with those of a General Manager in a major festival. You agree to advise the company of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position.

About Role Statements

As Melbourne Fringe evolves to meet the changing needs of the Festival environment, the roles required of all its staff will evolve. As such, staff should be aware that this document is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

Melbourne Fringe is an Equal Opportunity Employer who values diversity in the workplace. As such, we encourage applications from women, people with diverse cultural backgrounds, Aboriginal or Torres Strait Islander Australians, and it is our policy to consider reasonable adjustments for qualified applicants with disabilities. Melbourne Fringe is an LGBTIQ friendly organisation.