

# General Manager – Shepparton Festival

## Position Description

**Employment Type:** Part-time (0.5 FTE – 2.5 days per week)

**Location:** Shepparton, Victoria (Hybrid work arrangements may be considered)

**Reports To:** Shepparton Festival Board

**Staff:** this role supervises two contracted staff and casual employees

### About the Shepparton Festival

The Shepparton Festival is a vibrant, multi-disciplinary arts festival that celebrates creativity, community, and culture in the Greater Shepparton region. Through diverse artistic programming and engagement, the festival fosters connection, inclusivity, and local storytelling.

### Position Summary

The General Manager (GM) is responsible for the operational and strategic leadership of the Shepparton Festival. Working closely with the Board, Artistic Director, stakeholders, and partners, the GM ensures the Festival's sustainability, financial health, and community impact. This role oversees funding and fundraising efforts, financial management, stakeholder relations, and logistical coordination to deliver art experience and engagement for the people of greater Shepparton.

### Key Responsibilities

#### 1. Operations and Strategy

- Develop and implement strategic and operational plans in alignment with the Festival's vision.
- Oversee the festival's planning, administration, and delivery to ensure efficiency and effectiveness.
- Manage risk, compliance, and governance in collaboration with the Board.

#### 2. Strategic Stakeholder Management

- Build and maintain strong relationships with key stakeholders, including artists, government agencies, sponsors, funding bodies, community groups, and local businesses.
- Represent the Festival at meetings, industry events, and networking opportunities.

#### 3. Volunteer coordination

- Grow and nurture the number of volunteers who support the Shepparton Festival and its events
- Identify opportunities to increase volunteer participation and satisfaction

#### **4. Funding and Fundraising**

- Identify and secure funding opportunities, including grants, sponsorships, and philanthropic contributions.
- Develop and maintain relationships with donors, funding bodies, and sponsors.
- Oversee grant applications, acquittals, and reporting requirements.

#### **5. Finance and Administration**

- Develop and manage the Festival's budget, ensuring financial sustainability.
- Oversee financial reporting, record-keeping, and compliance.
- Work with external accountants and auditors to ensure transparency and accountability.

#### **6. Logistics and Festival Delivery**

- Oversee festival logistics, including venue management, supplier coordination, and event operations.
- Ensure smooth delivery of festival programs in collaboration with the Artistic Director and production team.
- Support marketing and audience development strategies in partnership with the Festival's communications team.

#### **7. Marketing and communication**

- Overseeing marketing and communication for the Festival

#### **8. Evaluation and reporting**

- Evaluate the impact of Shepparton Festival events on the Shepparton Community and Artists
- Report on impact and outcomes
- Report on finances and operations to Board

#### **Selection Criteria**

##### **Essential:**

- Demonstrated experience relevant to role.
- Strong leadership and strategic planning skills.
- Experience in fundraising, sponsorship, and financial management.
- Excellent stakeholder engagement and relationship-building abilities.

- Strong organisational and problem-solving skills with the ability to work autonomously.
- Experience managing budgets, financial reporting, and governance requirements.

**Desirable:**

- Familiarity with the Shepparton region and its arts and cultural landscape.
- Experience working with not-for-profits or community arts organisations.
- Grant writing experience and understanding of fundraising opportunities relevant to the arts sector.

**Employment Conditions**

- This is a part-time position (0.5 FTE – 2.5 days per week).
- Salary \$85,000 per year pro rata + superannuation
- Flexible working arrangements may be negotiated, including hybrid work.
- Evening and weekend work may be required during the festival period.

**How to Apply**

Interested candidates should submit a cover letter addressing the selection criteria of no more than 2 A4 pages, along with a CV, to [tim@rocketshop.com.au](mailto:tim@rocketshop.com.au) by 9 May 2025.

For further information, please contact Tim Winkler via email on [tim@rocketshop.com.au](mailto:tim@rocketshop.com.au)