

General Manager



Are you a gifted business or not-for-profit leader, entrepreneur and fundraiser searching for:

- A new challenge?
- The opportunity to work in social innovation, diversity and inclusion, community, arts, employment?
- The chance to work with an inspiring Founder, creative team and Board?
- Meaning and purpose through working with a charitable social enterprise?

Creativity Australia is a not-for-profit charity and social enterprise founded in 2008 by award-winning social entrepreneur and soprano Tania de Jong AM. Our mission is to build a happier, healthier and more inclusive nation. In eight years Creativity Australia has created and developed more than 20 *With One Voice* community choirs involving thousands of participants in Victoria, New South Wales and Queensland. These social inclusion and community wellbeing programs are unique because they deliberately build and bridge social capital. They are multicultural and interfaith, multi-generational, non-discriminatory and accessible. The choirs unite people aged 9 to 90, from all faiths and all walks of life.

Working collaboratively with the Board and team you will be responsible for the implementation of key strategic programs that will transform the Creativity Australia business model. You will develop and build partnerships across corporate, government, philanthropic and private sector organisations to ensure financial sustainability; and drive growth through the identification of new opportunities. Leading this innovative, young organisation you will ensure best practice and sound governance.

The successful candidate will have a proven track record of leadership, fundraising and developing sustainable partnerships through their well-developed networks. You will demonstrate a strong interest in and understanding of community cultural development, utilising the arts as a tool for social inclusion and improved mental health and wellbeing and building networks that create opportunity for people experiencing disadvantage. You will have successfully run a business or other organisation and delivered and expanded programs. Experience with franchise models and/or scaling an organisation nationally would be an added bonus. Strong financial, IT and business management skills are essential coupled with a track record of success in managing and inspiring teams, contractors and volunteers to deliver excellence. It is essential that you love singing, demonstrate a passion for supporting people to find their voice and would like to build inclusive, caring communities.

Please send CV cover note illustrating the 5 things that make you perfect for this awesome role to tania@creativityaustralia.org.au



GENERAL MANAGER POSITION DESCRIPTION

Position	General Manager
Purpose	The role of the General Manager is to raise sufficient funds to develop and sustain the organisation, lead the staff to implement the strategy, manage the organisation to comply with all required legislation and ensure resources are directed to achieving the mission.
Reports to:	Tania de Jong AM (Founder) and Creativity Australia Board
Location:	Creativity Australia, Level 1, 10 Dorcas St, South Melbourne, 3205

WHAT WE DO

Creativity Australia is a national charity whose mission is to build healthy, happy, inclusive communities and inspire people to find their voice! Our *With One Voice* social inclusion programs build and strengthen communities using song to break down the barriers between people.

Every week, the *With One Voice* programs inspire people from more than 40 nationalities, aged 9 to 90, to sing side-by-side. Age, race, language, religion, disability and disadvantage fade away. Everyone is welcome.

We also run an annual online global video challenge, Sing for Good, to build awareness of the wellbeing and community benefits of singing. Groups of 2 or more sing a song, video it and through their entries raise funds to support people in need.

WHY WE DO IT

For some, choir is a way to de-stress after work. For others, it's a first glimpse into Australian life after arriving here as a migrant, asylum seeker or refugee. For others, it's an opportunity to connect to networks, skills and employment. It's all about joy, freedom and inspiration.

When diverse voices sing together, people can more easily connect to whatever they need in life... friends, mentors, wellbeing, new skills, self-esteem, employment and more.

Creativity Australia believes unleashing a community's collective creative potential can achieve incredible social and economic outcomes.

Empowered individuals and supportive communities are better placed to solve society's big challenges, such as cross-cultural integration, unemployment, mental illness, low economic productivity, skills shortages, loneliness and isolation, family fragmentation, homelessness and more.

Neuroscience proves singing connects the neural pathways in the brain differently and releases endorphins, making people healthier, happier, smarter and more creative. From this position, people are more capable of asking for, receiving and giving help.

This is why we're the passionate leaders of a singing movement... to build communities and change the world one voice at a time!

THE ROLE

This is an active, very hands-on and rewarding role that requires determination, tenacity, high emotional intelligence, diplomacy and vision.

KEY AREAS OF RESPONSIBILITY

1. Developing and evolving the Creativity Australia business model, including identifying and delivering predictable revenue streams including private donors, trusts and foundations, government and corporate partners. This will include numerous in-person fundraising meetings, presentations and using networks to find diverse funding sources.
2. Developing and maintaining the systems and processes to support the business model, in particular a distributed program delivery model via our My Choir online videos and written materials.
3. Develop and maintain the partnerships to deliver the *With One Voice* program and Sing for Good
4. Transition existing programs to the distributed model
5. Raise awareness of, and generate demand for, the *With One Voice* program
6. Develop and raise funds for the programs for continued professional development of people delivering the *With One Voice* program
7. Manage the staff, conductors and volunteers to deliver the strategic outcomes
8. Ensure the financial sustainability of Creativity Australia, including raising money to fund current and new program development
9. Ensure good governance of the organisation and compliance with all laws, including internal controls and management information systems are in place

KEY DELIVERABLES

1. Fundraising for existing and new projects
2. Management of staff to deliver key projects
 - a. MyChoir project, including online platform to deliver *With One Voice*
 - b. Conductor Development Project
 - c. Sing for Good
3. National partnerships to implement the distributed model and expand Sing for Good
4. Objective research to support the benefits of the *With One Voice* program in government policy, programs and to potential donor and partners