



POSITION DESCRIPTION – General Manager

Reports to:	Board of Directors
Direct reports:	Administration, Treasurer, HR, Marketing, Project Managers
External contacts:	Stakeholders, partners
Location:	Melbourne, remote with some face-to-face meetings
Employment type:	Casual contract, 1 year, ongoing dependent on funding
Time required:	20-24 hr per week
Hourly rate:	\$40 (incl. super)

ORGANISATIONAL CONTEXT

Farmer Incubator is a Melbourne based not-for-profit organisation established in 2013. Our mission is to grow conscious farmers, empowering them with knowledge, experience, community and connection so that they can contribute to the regeneration of land and a sovereign food future. As farmers and entrepreneurs, we are passionate about providing a more approachable entry into farming by creating safe spaces for aspiring farmers to grow, learn and connect with others, as well as exploring the potential of collaborative farming models and the mechanisms by which we steward, access, share and perceive land.

We run our signature Pop-Up Garlic Farmer Program, affectionately known as PUGF, as well as events, on marginal and underutilised land in and around Melbourne. The PUGF Program guides participants through a season of garlic growing, from seed to soil to market. In early 2021 we published our research report 'Regeneration: Growing New Farmers'. The report explores the opportunities and barriers to entry for new and beginner farmers specific to place - from a changing climate, to accessing capital, cultural norms and our settler colonial history and Indigenous dispossession - and points to some potential pathways going forward.

Alongside a focus on strengthening the core culture of our organisation and furthering the reach of our PUGF Program, we are currently exploring opportunities to expand our projects and further our support for beginner farmers in order to contribute to a fairer food system.

We acknowledge the Traditional Owners of the nations upon which we each work. We are cultivating an organisation that fosters diversity and equal opportunities, where unique outlooks, ideas, and contributions are valued. We warmly encourage Aboriginal and Torres

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Strait Islander people, people who identify as non-binary or transgender or LGTBQIA+, women and applicants from diverse cultural backgrounds to apply.

We have a strong vision of a healthy, localised food culture that promotes a deeper connection to each other and the earth, staying true to our values while we support each other and openly share knowledge and experiences to create our own path. While we don't always get it right, we keep trying.

ABOUT THE ROLE

As the main executive role within the organisation, the General Manager is responsible for a wide range of tasks directly related to the day-to-day running of the organisation. As the central organising role, it covers responsibilities such as reporting regularly to directors, communicating with project managers within Farmer Incubator, externally with partners and stakeholders, project development, organizational management, financial control, monitoring and evaluation (M&E) and administrative tasks. Some additional tasks that are not listed below may be required from time to time. It is anticipated that some tasks listed under the role of General Manager may be assigned to an Administrative assistant's role.

KEY RESPONSIBILITIES

Operations

- Oversee the day-to-day aspects of Farmer Incubator, which includes: managing finances, supporting the team, and directing the work of the organisation
- Oversee monitoring and evaluation (M&E)
- Report regularly to the Farmer Incubator Board of Directors
- Prepare for and chair team meetings, and delegate tasks as necessary
- Work with project managers (PMs), coordinate them to undertake the mission of the organisation
- Manage company finances in collaboration with the treasurer and bookkeeper
- Monitor project finances in collaboration with project managers and the treasurer.
- Facilitate strategic direction & ensure long term planning
- Manage business development by investigating and tracking opportunities; developing proposals with PMs
- Oversee project proposals, development & recruitment
- Produce grant applications, or delegate to grant writers
- Grant reports & acquittal, including grant objectives and metrics
- Monitor, evaluate organizational, sector and financial risk

Organizational Development, a fixed term project working with HR to:

- Improve operations, embed simple holistic decision making (HDM) processes into the organisation's function, ensure projects follow similar processes for communications, administration, budgets, reporting, M&E and strategy
- Review and further refine organisational structure, ensuring role clarity and accountability
- Implement M&E internally and with PMs, including impact measurement
- Assisting the HR manager with recruitment of paid and volunteer staff
- Identify and resource professional development opportunities for the whole team
- Ensure compliance with FI's equity, opportunity, discrimination and mental health policies
- Uphold the values of the organisation and show commitment to its mission
- Adhere to company policies on equity and anti-discrimination

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External relations

- Act as the public face of Farmer Incubator with the media, partners and community
- Build relationships with partners and key stakeholders
- Spokesperson for presentations and discussion panels

SELECTION CRITERIA

Essential

- Demonstrated ability to lead a small team,
- Great leadership skills including the ability to engage others, high emotional intelligence, influence positive organisational change and innovative, proven approaches to NFP promotion and influence
- Excellent time management skills
- Excellent communication skills including willingness to be the FI spokesperson for the purpose of sharing our story and furthering our reach
- Demonstrated project management and delivery
- Ability to deliver organizational and project outcomes with limited resources
- Demonstrated ability to grow a young organization, improving systems and processes
- Ability to engage with a wide range of external partners creating synergistic outcomes that build further partnerships
- Demonstrated success in sourcing funding and building relationships with donors
- National Police Check
- A valid driver's license and access to a reliable vehicle
- Proactive, self-motivated and able to work autonomously
- Basic computer skills and working knowledge of Gmail & Google Workspace (Docs, Sheets, etc.)

Desirable

- Experience with NFP or social enterprise sectors
- Experience in horticulture or agricultural sector
- Experience with software packages: Slack, Avaza, Xero

KEY PERFORMANCE INDICATORS

Short-term

- Recruitment of outstanding roles in coordination with HR
- Manage in-progress charity application
- Development of company-wide risk register
- Refine on-boarding and induction procedures for future hires, in conjunction with the HR Manager
- Development of an Ethics of Funding Guideline

Long-term

- Improved revenue generation and cost-savings to increase cash flow for operational costs
- Increased staff satisfaction and retention
- Improved gross and net profit margins for company

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- Increase in number of projects FI is engaged with, with a focus on profitability
- Improved organizational cohesion with all required roles filled
- Development of strong organizational structure

While these give a general idea of the type of indicators FI is seeking to identify and measure, a finer definition of these KPIs will be developed and set in coordination with the successful candidate.

HOW TO APPLY

Email applications to hello@farmerincubator.org with the subject line: "Application (*Job Title*)". For more information call Per on 0410 621 485 or via hr@farmerincubator.org

Please note that the successful applicant must have the right to work in Australia.

Please include:

- A cover letter or email outlining your interest in the role (1 page max)
- Your response to the selection criteria (2 pages max)
- CV (2 pages max)

For further information about Farmer Incubator visit www.farmerincubator.org