

Senior Manager (Business Operations/Marketing/Development)

Position Description – November 2024

**MELB
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JAZZ
FEST**

About the Melbourne International Jazz Festival

Since its inception in 1998, the Melbourne International Jazz Festival (MIJF) has played host to the world's leading modern masters of jazz; seen the profile of many Australian artists soar; nurtured the aspirations of many local emerging musicians; and broadened the reach of the live jazz experience across all ages and across diverse communities.

MIJF is the largest jazz festival in Australia, with a national and international reach. The festival draws more than 50,000 people to 100+ events over 10 days, bringing together over 400+ masters and innovators of jazz from all over the world. It takes place in 30+ venues across Greater Melbourne, including recital and concert halls, public squares, jazz clubs, and the laneways of the CBD.

The festival has a commitment to providing pathways for Australian jazz and its practitioners, plus a strong social contract that sees the delivery of a wide range of free and family-oriented events. The 2025 Festival will take place between 17 – 26 October, with the program launching in August 2025.

What is the fundamental purpose of the job?

The Senior Manager (Business Operations/Marketing/Development) is a key leadership role at MIJF with a broad remit. The position is responsible for management, delivery and continual improvement of the organisation's business, marketing and development requirements. This includes developing key organisational systems and processes that enable effective delivery of MIJF's programs; management of a range of business functions including HR, regulatory compliance, office management and evaluation; supporting the CEO in financial management and associated reporting; enabling the strategic advancement of MIJF's revenue streams (box office, government funding, philanthropy, private giving and corporate partnerships), and managing the delivery of MIJF's annual marketing, communications and ticketing activity.

As a member of the MIJF management team this role also contributes to the strategic direction and decision making of organisation.

The role, reporting structure and key interactions

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| Position | Senior Manager (Business Operations/Marketing/Development) |
| Location | Office 4, 5 Blackwood Street, North Melbourne |
| Reporting to | CEO & Program Director |
| Working with | Artistic Director, Senior Producer/Programmer, Festival & Programs Coordinator, Marketing Agency, Publicist, Designer, external suppliers |
| Direct Reports | Marketing & Partnerships Manager, Ticketing Coordinator, Development Staff, Casual Support Staff |
| Position type | Fulltime, 2 year contract |
| Remuneration | \$95,000 (plus superannuation) |
| Applications contact | Hadley Agrez, CEO & Program Director (hadley@melbournejazz.com – 03 9001 1388) |

MIJF has a small core team of dedicated and enthusiastic professionals. The usual hours of work are 10am-6pm Monday to Friday. However, the nature of working for a festival and requirements of this position require a degree of flexibility, and some evening or weekend hours will be required, especially during the festival period. There is a commitment to cross-organisational support from all team members, and all team members may be required to assist with other areas of operations from time to time.

What are the typical duties of the role?

Business Operations

- Oversee the administration of the MIJF office and support staff
- Manage, develop and implement all MIJF systems designed to increase organisational effectiveness and efficiency including ticketing and CRM, file servers, project management, finance, volunteers, HR, office, data collection and new systems as required
- Manage key elements of MIJF's human resources activity, including recruitment, administration of staffing records and the induction of new staff
- Under the direction of the CEO & Program Director, assist with the creation and maintenance of key organisational policy documents along with their annual evaluation
- Manage the organisation's compliance and reporting obligations for bodies including, but not limited to ROCO, ACNC, CAV, etc.
- Coordinate key operations requirements, including insurance and tenancy requirements
- Assist the CEO & Program Director in management of the organisation's budget and financial processes, with direct responsibility for marketing, development and business budgets
- Assist the CEO & Program Director in coordinating annual audit requirements

Evaluation and Research

- Develop and coordinate rigorous organisational processes around evaluation and analysis
- Coordinate post festival audience survey, campaign analysis and data interpretation for reporting
- Prepare detailed reports analysing the outcomes of all key festival programs and associated activity
- Manage the organisational reporting and acquittals process, including the annual Festival Report
- Conduct research and evaluation initiatives as required

Development

- In collaboration with the CEO & Program Director, identify opportunities for funding support for MIJF programs and projects
- Manage the application process for all funding opportunities
- Manage the reporting process as required by philanthropic and government bodies, and prepare associated acquittals and reports
- Oversee cultivation and activation of cash and in-kind corporate partnerships, creating presentations and pitches for prospective partners and sponsors
- Manage relationships for partnerships across the organisation
- Ensure delivery of all contracted benefits for partners and sponsors including post-festival reports
- Lead the organisation's private giving strategy including identifying, cultivating and managing the stewardship of private donors for MIJF
- Coordinate effective private giving campaigns including the EOFY campaign and sector development support initiatives

Marketing and Communications

- Lead the delivery and implementation of MIJF's organisational communications
- Manage Marketing & Partnerships Manager and associated staff/suppliers
- Develop the festival campaign marketing strategy to ensure achievement of box office and audience attendance targets and build the profile of the festival and its year-round activities
- Drive digital strategy to increase engagement with MIJF's growing community across Facebook, Instagram and other relevant channels
- Oversee the management and maintenance of the MIJF website including key integration components with ticketing
- Oversee database management; developing processes and practices to meet business objectives, increase the audience database and best utilise data

- Manage the creation and distribution of key organisational collateral including the program guide, Festival Report, outdoor, digital and print advertising
- Copywrite, proof and edit marketing materials
- Manage relationships and workflow with key service providers including graphic designer, web agency, publicists, photographers/videographers, advertising agencies/providers and printers
- Manage communication of marketing materials with key stakeholders including artists, government, partners and presenters
- Monitor market trends, research consumer markets and competitors' activities

Ticketing

- Oversee organisational ticketing implementation, including venue liaison, festival ticketing and box office procedure, and reporting
- Develop and maintain MIJF's ticketing policies, procedures and systems in line with industry best practice
- Coordinate reporting to peak bodies such as Live Performance Australia
- Manage the Ticketing Coordinator and any associated staff

General

- Any other relevant duties as directed by the CEO & Program Director
- Engage fully in the Melbourne International Jazz Festival, which by the nature of the festival means extended hours and expanded duties during the festival period
- Work openly and collaboratively with all members of the MIJF team, artists and contractors
- Attend where required festivals, events, shows, industry gatherings and events throughout the year
- Represent the Melbourne International Jazz Festival at meetings, functions and industry events where appropriate

Key Selection Criteria:

- Minimum 5 years experience in senior positions at arts festivals or related arts organisations
- High level written and verbal communication skills, including the ability to craft communications for a variety of audiences and stakeholders
- Experience in implementing business processes, and a strong understanding of policy and compliance requirements for arts organisations
- Experience in grant writing, evaluation and reporting
- Proven track record in managing successful marketing campaigns in a festival/arts environment
- A strong understanding of event-based ticketing systems, CRM software and associated processes
- Experience working with a broad range of software and systems such as Microsoft Office, Airtable, Adobe Creative Suite, Mailchimp, Wordpress, InDesign, Xero and social media platforms

About Role Statements

As MIJF 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.

MIJF is an equal opportunity employer. Aboriginal and Torres Strait Islander people, people with disability, LGBTQIA+, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.

Inherent Physical Requirements

The physical requirements of this position are consistent with those of an administration or management role in a major arts organisation. You agree to advise us of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position, or any other accessibility requirements that you might have.

How to Apply

Applications should respond to the position description, address the selection criteria and include:

1. A short cover letter outlining your motivations for applying, your knowledge and understanding of the role and of MIJF, and what you would bring to the organisation. Please also include your availability to commence in the role should you be the successful candidate.
2. A response to the Key Selection Criteria.
3. A copy of your CV (no more than 3 pages) including details of at least 2 referees. Referees will only be contacted after interviews have taken place.

Applications close at 5pm on Friday 22 November 2025

Please email your application to hadley@melbournejazz.com

To discuss the position, please contact Hadley Agrez, CEO & Program Director
(hadley@melbournejazz.com – 03 9001 1388)