



# General Manager Position Description

<b>POSITION TITLE</b>	General Manager	<b>TERMS OF EMPLOYMENT</b>	Full time, ongoing
<b>REPORTS TO</b>	SYN Board	<b>SALARY</b>	\$65,000 - \$70,000
<b>WORK LOCATION</b>	402 Swanston Street, Melbourne VIC 3000	<b>APPLICATION DETAILS</b>	Apply by completing the application form and attaching your cover letter and resume (see details on the last page)
<b>CLOSING DATE</b>	11:59 pm, Friday 11 November 2022		
<b>NOTE</b>	SYN are interested in candidates that have space to grow in the role. We encourage applicants to apply who may not fit all the Selection Criteria but are passionate about development. Successful applicants will be required to obtain a Working with Children Check.		
<b>EXEMPTION NOTICE</b>	SYN has an exemption from the Victorian Civil and Administrative Tribunal to allow discrimination on the basis of age (exemption no. H7/2022). SYN has a preference for candidates under 26 years of age. (NB. Candidates over 26 are still encouraged to apply.)		
<b>CHILD SAFE POLICY</b>	SYN is committed to child safety. We have zero tolerance of child abuse. Our robust human resources, recruitment and vetting practices are strictly adhered to during the application and interviewing process. Applicants should be aware that we carry out working with children checks, police checks and reference checks as we see fit to ensure that we are recruiting the right people.		

## 1. ABOUT SYN

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SYN is a media organisation run by a community of young people. We provide platforms and opportunities for young Australians to broadcast their views on issues and ideas that matter to them. Our aspiration is to empower young people through media making. We inform and empower young people by providing facilities, mentorship, support, and training that allows them to gain access to various broadcasting opportunities and practical industry experience in all facets of the media, as detailed in the organisation's 2022-2023 Strategic Plan. SYN's staff support and develop the strength of our volunteer base who are the creators and owners of all content across our various platforms. All volunteers are under the age of 26.

SYN's current operations include:

### **SYN Radio (90.7 FM and DAB+ digital)**

SYN operates a full-time community broadcasting license and can be heard throughout Melbourne, Geelong and in parts of regional Victoria on FM and DAB+. Our broadcast additionally streams live from our website. SYN's radio content is as diverse as its volunteers and rotates its grid five times a year. SYN's Radio Department is run entirely by young volunteers. Content is by young people for young people. SYN's radio audience is approximately 70,000 listeners a week.



## **SYN Podcasts**

SYN currently runs a yearly podcast incubator program, providing mentoring and training to young podcast producers to launch original ideas. All year round SYN provides the space, facilities, and platform for free for our volunteers to create, record and distribute original audio content online through all podcast search engines. SYN's content creators also redistribute many of their live radio programming as on demand podcasts.

## **SYN TV and Screen**

SYN's TV and Screen Department is entirely run by young volunteers and currently produces a weekly community television program, with accompanying online video content on Instagram and YouTube. Up to 15,600 people watch SYN's award winning flagship TV production, 1700, that broadcasts on C31 across Melbourne and Geelong.

## **SYN Online**

SYN manages syn.org.au, an online platform for people under the age of 26 to exhibit, distribute and share their content. SYN Online features a live radio stream, podcasts, videos, and written reviews.

## **SYN Media Learning & SYN Production Services**

SYN Media Learning (SML) provides media education experiences for young people and those who work with young people. Media Learning is SYN's largest social enterprise, offering fee for service media training to young people in Melbourne through hands-on and remote radio and new media workshops. SYN works with more than 100 secondary schools and other groups to offer training through innovative peer-to-peer programs to approximately 4,000 young people per year. We also provide tailored educational program experiences, with various corporate organisations.

SYN Production Services is SYN's new social enterprise arm, producing primarily audio production for external clients and community groups, including pre and postproduction for podcasts, studio recordings, editing and on-site recordings. Our Production Service arm is still growing and will be a key focus of business development across the next year. All our social enterprise activities are delivered by SYN's young Educational Programs Trainers & Producers.

## **SYN as an employer offers**

- A culture of openness, that encourages you to ask questions, try new things and take risks - space to makes mistakes and learn
- 14 days of COVID leave in addition to existing personal leave
- Flexibility with ongoing personal appointments during work hours
- A professional development budget for each staff member
- Vaccination status requirement for all staff, volunteers and students attending SYN
- Unlimited leave for COVID testing and vaccination appointments
- Unlimited paid professional development hours, we encourage staff to upskill and take opportunities that will further their career development, paying them to do so
- Flexible working from home and office policies
- A work laptop and modern office space based in Melbourne's CBD

## 2. JOB SPECIFICATION

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### Primary Focus

Reporting to the SYN Board, the General Manager is responsible for leading both the strategic and day to day operational requirements of SYN. With the current 22-23 Strategic Plan in place, the GM is responsible for implementing the plan in partnership with the Board, staff and volunteers (with the opportunity to develop and implement a new strategic plan beyond 2023).

The General Manager is responsible for the effective leadership and support of our staff and volunteers, developing strong relationships with external stakeholders, effective financial management and sustainability and ensuring SYN is a supportive and inclusive environment for people of all ages, skills, abilities and cultural backgrounds.

Key Responsibilities:

### Leadership and organisational development

- Provide leadership and promote teamwork, collaboration and responsibility by fostering the performance of staff;
- Develop and successfully implement strategic, business and marketing plans in consultation with staff, volunteers and the Board;
- Establish and nurture positive working relationships with funding bodies, partners, major sponsors and other organisations;
- Develop successful submissions, tenders, and partnerships in collaboration with other staff members to deliver projects in line with organisational objectives;
- Maintain and develop the profile of the organisation in the community;
- Represent SYN in public forums; and
- Drive SYN's day-to-day operations, with oversight from the Board.

### Operations

- Develop and oversee SYN's financial management systems, including budget development and management processes, in conjunction with the Board;
- Manage paid and volunteer staffing resources, including recruitment, professional development and performance reviews;
- Oversee fundraising initiatives, including sponsorship, donations and social enterprise activities;
- Meet statutory and regulatory requirements in regard to corporate, financial, legal and broadcast areas; and
- Provide a supportive and inclusive environment for people of all ages, skills, abilities and social and cultural backgrounds.

Responsibilities shared with all SYN staff:

- Adhere to SYN's values of Inclusion, Innovation, Participation, Opportunity, and Independence
- Maintain a high standard of work practices and ensure integrity, respect and confidentiality whilst carrying out core tasks
- Work cooperatively with staff and volunteers to achieve the organisation's objectives



### 3. PERSONAL ATTRIBUTES

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You are courageous and have a healthy appetite for risk. You are thorough and intuitive and take a creative approach to problem solving, are great with people, love collaborating and have an ability to bring out the best in others. You are passionate about youth participation and the potential for young people to reach an audience through media making.

### 4. KEY SELECTION CRITERIA

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*Please note that SYN is interested in candidates that have space to grow in the role. We encourage applicants to apply who may not fit all the Selection Criteria but are passionate about development.*

#### **Skills, Knowledge, Qualities, Experience**

- Strategic Leadership: experience providing vision and leadership, defining and delivering a strategic vision and executing the vision through effective leadership and bringing people on a journey
- Relationships and Stakeholder Management: experience effectively communicating with internal and external people, including key organisational partners
- Problem Solving: the ability to think creatively and laterally when considering options and determining solutions that take into consider the bigger picture
- Operations: experience managing organisational procedures and records, culture, workplace safety, office space and equipment
- Finance: experience in managing and reporting organisational finances, and revenue generation through social enterprise
- Human Resources: experience recruiting, managing and reviewing performance of staff and volunteers
- An understanding of, and experience within the community broadcasting sector, the broader youth, media or arts sectors; and/or not for profit sector

#### **Desirable**

- Experience developing and implementing fundraising initiatives
- Experience working with volunteers, especially young volunteers
- A working knowledge and understanding of broadcast regulation and the changing nature of the media in Australia
- Experience reporting to a not-for-profit board



## 5. APPLICATION PROCESS

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To apply, please complete the [application form](#), and attaching your cover letter and resume.

Applications close at 11.59pm on 11 November 2022. Applications sent directly to this email address will not be accepted unless by prior arrangement.

Please get in contact with us if you require any special accommodations or need to submit your application in a different way.

Please note that interviews for the position will take place from mid-late November. Interviews will be conducted by a selection committee comprised of SYN board members and external individuals, and the successful applicant will be expected to commence in early 2023.

For more information on this position, email Erin O'Donoghue, Chair People and Culture Committee at [recruitment@syn.org.au](mailto:recruitment@syn.org.au)

SYN is an Equal Opportunity Employer. People with disabilities, people from culturally and/or linguistically diverse backgrounds and Aboriginal and Torres Strait Islander people are encouraged to apply for this position.