



BURRINJA
building community through arts

CREATIVE DIRECTOR & CHIEF EXECUTIVE OFFICER

Application Package 2020



Position Description: Creative Director & CEO

Job Title:	CREATIVE DIRECTOR & CEO
Status:	Full Time – 4 year contract
Reports To:	Burrinja Board of Management
Prepared By:	Burrinja Human Resources Sub-Committee
Approved By:	President, Burrinja Board of Directors
Position created:	March 2020

ABOUT BURRINJA

Burrinja (the Dandenong Ranges Community Cultural Centre Inc) is a vibrant cultural centre offering a broad range of arts, cultural, performance, producing and community related experiences that work toward its mission: Building community through arts. The cultural centre is an independent, not-for-profit cultural organisation and is registered charity for cultural purposes. The short, medium and long term objectives are detailed in the Strategic Business Plan 2016 – 2020.

Burrinja encompasses visual and performing arts activities and events, a public collection of Indigenous and oceanic art, a 400-seat theatre, large multi-purpose and performance space, multiple gallery spaces, newly redeveloped artist studio and creative production spaces (opening early 2020), cultural development, live music, community cultural development projects, rehearsal, making and meeting spaces, and a fully licensed café.

Burrinja is a creature of grass-roots activism and the unique vision the community. Burrinja is a Yorta Yorta word meaning 'star' – the name given to Lin Onus, an artist who lived and worked locally and was active in the campaign to establish a cultural centre in Upwey. The Dandenong Ranges have long held a strong attraction for artists of all persuasions. From a history of significant artists, including C.J Dennis, Arthur Streeton, Tom Roberts, Fred Williams and Lin Onus, many artists have called the 'hills' their home, and this is still very much the case today with a thriving creative community embracing contemporary multi-disciplinary arts practices.

Burrinja's function, purpose and programming are built on a multi-element vision that seeks to enable experiential and extended arts practice and programs across diverse art forms and cultural activities within the region.

POSITION OBJECTIVES

The Creative Director & CEO is the accountable officer for Burrinja. Along with the Chief Operating Officer (Deputy CEO), they form a two-person Executive Leadership Team at Burrinja.

The Creative Director & CEO reports to the Board and is responsible for leading the overall vision, strategy, creative and curatorial framework for Burrinja's entire artistic program in collaboration with engaged communities. Working in partnership with the Board and Chief Operating Officer, the Creative Director & CEO develops and leads the organisation's strategic direction and governance.

The position has responsibility for delivering on the objectives and measurable outcomes of the strategic business plan and will lead Burrinja's activities in a manner consistent with its core

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values. In addition, you will be responsible for ensuring that Burrinja delivers an exceptional artistic program, service to customers and continues as a key identity of arts and culture in the region. The role is responsible for the planning, development and delivery of a sustainable and curated creative program and suite of activities that meet with the vision and direction of the organisation, including First Nations engagement and creative development. Programming excellence; innovation in producing and enabling new works; and audience development will ensure the organisation sustains its regional profile and significance for community.

You will promote and develop community arts and cultural programs at the centre and in the region, strengthen community cultural networks and have a demonstrated commitment to nurturing emerging artists and producers by modelling best-practice approaches to community engaged arts practice and developing positive relationships.

Whilst the Creative Director & CEO is accountable for the successful running and management of the organisation, the day to day running and operation will be shared with the Chief Operating Officer in a highly collaborative leadership approach and with the support of a small dedicated team of skilled staff.

As CEO, you will report to the Board directly on all areas other than those under the direct leadership of the Chief Operating Officer (including Finance, HR and Venue Operational areas). You will support the Chief Operating Officer in the efficient management of the centre's business operations and sustainable financial management.

You will be comfortable with and committed to a highly collaborative working relationship with both the Chief Operating Officer – creating an effective Executive Leadership Team – and with the Board and key stakeholders.

In light of recent renovations to Burrinja's building, the Creative Director & CEO will work together with the Chief Operating Officer (and in consultation with staff and other stakeholders) to review and plan for Burrinja's strategic direction –including a complementary organisational structure - to



Upwey Archies Opening 2019

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ensure the success and growth of the centre's potential and renewed facilities.

As Burrinja's public face in its relationships with artists, audiences, other major creative stakeholders, and the organisation's partners, the Creative Director is expected to show cultural leadership in the region and within the wider cultural sector.

You will be politically savvy, and develop and nurture effective and productive relationships with Burrinja's core funding stakeholders, relevant government and non-government stakeholders, potential and existing partners, and represent Burrinja at and cultivate strong advocacy relationships and networks with peak industry arts bodies, the wider cultural sector, stakeholders, partners and funding bodies including the philanthropic sector.



Andrea Innocent's Studio on Open Studios Weekend 2018

KEY ACCOUNTABILITIES

- Overall performance of Burrinja
- Leadership and Organisational Strategy & Implementation (with Chief Operating Officer)
- Artistic Vision & Creative Strategy
- Organisational Governance, Major Agreements and reporting
- Artistic Programming, Development and Production
- Fundraising
- Partnership development and Stakeholder management
- First Nations cultural engagement & strategy
- Local, regional and national creative network engagement
- Marketing (creative)
- Curatorial management
- Financial, HR and Venue Operational Management (with Chief Operating Officer)

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POSITION RESPONSIBILITIES & DUTIES

- Lead the overall vision, creative and curatorial framework for Burrinja's artistic program in collaboration with engaged communities and stakeholders.
- Lead the organisation's strategy and business planning, implementation and monitoring to deliver agreed outcomes, in partnership with the Board and Chief Operating Officer.
- Cultivate a dynamic, resilient, inclusive creative Organisational culture;
- Assist the Board in directing and developing appropriate fundraising activities and opportunities.
- Develop and maintain effective and productive relationships with Burrinja's core funding and other stakeholders, Members, funding bodies, relevant government and non-government stakeholders, potential and existing partners.
- Develop an innovative, inclusive, engaging and strategically curated artistic program for Burrinja; including theatre/ performance; visual arts / gallery, cross-art form and multi-disciplinary practice, festivals and other work, fulfilling the Centre's identified strategic objectives.
- Ensure Burrinja is financially sustainable and lead strategies to develop and increase self-generated revenue through Burrinja's artistic program, studios, venues and related activities.
- Devise, direct and develop funding applications for government and philanthropic support.
- Develop leading practices in community engaged arts process and facilitation and develop and cultivate strong relationships and networks with regional artists.
- Develop First Nations cultural engagement strategies, collaborative practices and programs in line with organisational objectives.
- Implement strategies that develop the centre's brand, local and national reputation and positioning, supported by Marketing staff.
- Actively engage the region's artists and studio residents in strengthening existing practices and producing new works, developing programs and partnerships, supported by Cultural Development staff.
- Ensure Burrinja has an effective Financial, HR (including OH&S) and venue operations function in collaboration with the Chief Operating Officer.
- Oversee Collection Management and Museum Accreditation compliance in partnership with Yarra Ranges Council and Curatorial staff.
- Provide Support to the Board to ensure it is well governed.
- Represent Burrinja at and cultivate strong advocacy relationships and networks with peak industry arts bodies, the wider cultural sector, stakeholders, partners and funding bodies including philanthropy.
- Ensure the organisation complies with all relevant laws, regulations and reporting requirements.



Belgrave Lantern Parade 2017 // Image Credit:Darren Clarke

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ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The Creative Director & CEO acts under the Board of Burrinja and is responsible and accountable for the effective management and performance of the organisation as detailed in the position responsibilities section in this position description.
- This role carries significant authority within its accountabilities, goals, and delegations from the Board.
- In consultation with the Chief Operating Officer, authorise and manage expenditure against approved and delegated budget allocations.
- Freedom to act is governed by agreed goals and regular reporting mechanisms to the Board
- Decisions and actions taken by this role have a substantial impact on the operations culture and sustainability of Burrinja.
- Whilst this role is accountable for the organisation, the day to day leadership and management is highly collaborative with the Chief Operating Officer – forming the Executive Leadership Team.

ORGANISATIONAL RELATIONSHIP

Reports to:	The President, Burrinja Board of Directors.
Supervises:	Chief Operating Officer; Cultural Development Producer; Curator & Manager of Collections; Marketing Manager
Internal liaison:	Burrinja Staff, Board, Volunteers
External liaison:	Artists, performers and users of Burrinja, patrons and clients, community groups and associations, Yarra Ranges Council staff and Councillors, all levels of Government, stakeholders, industry bodies and associations, media, funding agencies, sponsors, Members and the philanthropic sector.

INTERPERSONAL SKILLS

- A well-developed ability and commitment to lead in a collaborative leadership structure, develop options, resolve problems and work in a small focused team.
- Proven ability to communicate sensitively and effectively with people from a wide range of organisations and cultural backgrounds.
- Proven ability to deal with a broad range of community members; including stakeholders, artists, hirers, business leaders, government staff and political members and others from a variety of roles and demographics.
- Proven ability to persuade, convince or negotiate with peers, clients, members of the public and others in the pursuit and achievement of Burrinja objectives.
- Ability to develop options, solve problems and be flexible as required.
- Ability to facilitate the resolution of conflict situations involving staff, Burrinja users, artists or members of the public as required.
- Sensitivity, understanding and experience in working with Indigenous cultures and communities.

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SPECIALIST SKILLS AND KNOWLEDGE

- Sound knowledge and working experience in management of arts, performing or cultural centres.
- Knowledge and extensive experience in developing, curating and implementing creative artistic programs, preferably across a range of art-forms, and which engage regional communities.
- Highly developed media, communication and public relations skills.
- Experience or knowledge of the performing arts sector in Australia, including touring, programming and peak bodies.
- Experience or knowledge of collection and museum management principles including handling and storage of art works.
- A comprehensive knowledge of the Australian arts sector and its funding and administrative bodies.
- An understanding of the Indigenous arts sector, networks and community engagement principals.
- Proven and successful experience sourcing external funding including grant development.
- Experienced in fund-raising in the government, philanthropic and corporate sector.
- Knowledge and expertise in entrepreneurial activities and associated management principles.

MANAGEMENT SKILLS

- Well-developed leadership skills and capacity, working with and inspiring a small team, with a demonstrated ability to promote and facilitate teamwork.
- Demonstrated ability and experience in collaborative leadership approaches.
- Demonstrated well developed conceptual and strategic thinking ability.
- Ability to set and evaluate achievable objectives, and to effectively delegate workloads to staff and supervise progress towards goals, to ensure that organisational resources are optimised, and objectives are achieved within a timeframe.
- Sound business management skills including business planning, financial, human resources and venue operations preferably in a not-for-profit context.
- Sound Marketing and business development skills and experience.

PERSONAL QUALITIES

- Impeccable personal integrity, honesty and high ethical standards.
- Excellent verbal, written communication (across a range of media) and negotiation skills.
- Strong interpersonal skills and ability to build and maintain professional relationships both internally and with external stakeholders.
- Ability to operate with Cultural sensitivity, awareness and respect.
- Confidence and credibility to be an effective spokesperson for the centre and the organisational decisions made.
- High levels of enthusiasm, energy and advocacy to stimulate strong commitment to Burrinja's mission and vision.
- Willingness to have a hands-on approach in a flat organisational structure.

How to Apply

HOW TO APPLY

Email the following to: board@burrinja.org.au

- Cover letter (maximum 2 pages)
- An account of how you meet the key selection criteria (maximum 3 pages)
- A full Curriculum Vitae
- Contact details for 3 professional references (references will not be contacted without permission)
- For confidential enquiries, please email board@burrinja.org.au

Applications close: 9am Monday 22nd June 2020

KEY SELECTION CRITERIA

Burrinja is a complex arts organisation and the skills required of the Creative Director are broad and varied. Burrinja requires a Leader who is passionate about community engagement, cultural development and understands and can navigate a successful path with numerous stakeholders. The Creative Director we seek has strong people management skills, is politically savvy, creative, resilient and resourceful and has the entrepreneurial skills needed to maximise opportunities. They will be comfortable with and committed to a highly collaborative working relationship with both the Chief Operating Officer – creating an effective Executive Leadership Team – and with the Board and key stakeholders.

The requirements listed below are representative of the knowledge, skill, and/or ability required. Please ensure that you cover these aspects as part of your application and /or CV.

- Demonstrated Extensive **Interpersonal Skills** as per this section on page 6
- Demonstrated Extensive **Specialist Skills And Knowledge** as per this section on page 7
- Demonstrated Extensive **Management Skills** as per this section on page 7
- Demonstrated Extensive **Personal Qualities** as per this section on page 7

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in an arts related discipline or relevant area, complemented by experience or qualifications in business, arts management or administration.
- Solid experience working at Director, CEO or senior management level in a complex and diverse arts organisation (or similar).

CONDITIONS OF EMPLOYMENT

- Salary range: \$92,000 - \$98,000 depending on experience + 9.5% superannuation
- Three month probation period
- Applicants may be required to undergo a Police Check prior to commencement in the position
- Conditions of employment are in accordance with the Burrinja Human Resources Policy & Manual, 2016, with the signed Conditions of Employment Agreement, and with the National Employment Standard
- Capacity to work out of normal hours and on weekends when required.

PREREQUISITES

- A current driver's license.

Appendix: Duties in Detail

STRATEGY, PLANNING AND LEADERSHIP

- Working collaboratively with the Chief Operating Officer as an effective Executive Leadership Team, and with the Burrinja Board.
- Provide leadership, vision, and focus to Burrinja through the development of overall strategies, implementation of an effective business plan, and achievement of targets and budgets.
- Lead the overall vision, creative and curatorial framework for Burrinja's artistic program in collaboration with engaged communities.
- Lead the development of Burrinja's Strategic and Business Plan.
- Review and lead in an effective organisational structure that complements the strategic vision and renewed facilities and programming.
- Lead a strong, dynamic and creative entrepreneurial agenda.
- Identify and explore opportunities to promote Burrinja's activities to potential strategic partners to advance Burrinja's sustainability and organisational growth.
- Undertake high-level arts and cultural advocacy at local, regional, state and national levels, including representing Burrinja and the interests of its artists and communities to government and other bodies.
- Lead a high performing team in the achievement of key deliverables (as outlined in key responsibilities), by communicating and modelling the organisation's vision and values.
- Build the branding and image of Burrinja and its activities regionally and develop strategies to promote the centre in wider contexts.
- Develop and translate the Board's strategic objectives into achievable outcomes.



Knox Park Primary School Production 2014

Appendix: Duties in Detail

ARTISTIC PROGRAM DEVELOPMENT AND PRODUCING

- Develop and implement an innovative, inclusive, engaging and strategically curated artistic program for Burrinja fulfilling the Centre's identified programming and engagement objectives.
- Develop and implement an exciting, innovative and creative program with associated education and public programs, incorporating all aspects of Burrinja.
- Actively seek opportunities to expand Burrinja's programs and activation beyond the facility and more broadly into the region.
- Further develop Burrinja's reputation locally and nationally for developing and producing high-quality artistic experiences that actively engage the creative sector and artists of the region.
- Further develop Burrinja's relationships with Victorian First Nations communities by adhering to best-practice community development methodologies.
- Develop exhibition or other public engagement opportunities for works from the McLeod Gift Collection, in partnership with Yarra Ranges Council.
- Develop audience development strategies in response to new programming directions.
- Develop artistic relationships, networks and partnerships aligned to Burrinja's artistic strategy and direction.



Burrinja Open Day 2014

FINANCIAL AND BUSINESS MANAGEMENT

- Support the Chief Operating Officer to implement a sustainable financial strategy for Burrinja by adhering and contributing to financial practices, reporting and policies aligned to the financial sustainability strategy and business plan.
- Develop financial modelling and risk management strategies aligned with artistic programs in collaboration with the Chief Operating Officer.
- Ensure all artistic program budgets are sustainable, completed and supplied to the Chief Operating Officer as part of the budget planning cycles.
- Develop financial resourcing initiatives for Burrinja's activities, programs and capital works program through judicious application to funding bodies and through actively seeking sponsorships and partnerships.
- Actively lead fundraising, partnership and sponsorship activities with individuals, philanthropic organisations, business and Governments.
- With the Chief Operating Officer, provide executive support and advice to the Burrinja Board and its sub-committees to assist its governance role of the centre.

Appendix: Duties in Detail

AUDIENCE DEVELOPMENT

- Adopt an active and specialist role in having Burrinja utilised by a wide variety of functions - including community, professional and non-professional companies, organisations and individuals - to both financially benefit Burrinja as well as enrich the culture of the local community.
- Lead the implementation of new processes, programs, activities or culture that enhances the patron and community engagement experience.
- With the Chief Operating Officer, ensure that the team, including volunteers, has a customer-focused culture day-to-day.
- Implement a strong communications and marketing program to ensure the development and diversity of Burrinja's audiences and Burrinja brand and profile are enhanced and complement all Burrinja activities.



Black Mist Burnt Country Exhibition 2018

STAKEHOLDER ENGAGEMENT AND COLLABORATION

- Establish and maintain productive relationships with Yarra Ranges Council's Councillors, Executive, Managers and Staff, as well as other stakeholders such as relevant external agencies, funding bodies, arts, cultural and community sectors, clients and suppliers.
- Gain the trust of all Burrinja stakeholders by being honest and consistent, keeping commitment, exchanging ideas openly and providing support.
- Advocate to all levels of government and industry to improve provision and access to creative services, outcomes and infrastructure within the region.
- Represent and advocate Burrinja in the public arena including media, public affairs and with Governments, in a way that enhances the reputation of the organisation.
- Prepare grant applications and sponsorship proposals in collaboration with the GM.

Appendix: Duties in Detail

HUMAN RESOURCE MANAGEMENT

- In partnership with the Chief Operating Officer, foster a positive work culture within Burrinja, including the implementation of effective communications with all staff.
- Effectively supervise and manage direct reports to foster a culture of initiative and collaboration including effective work plans are in place with clear KPI's and deliverables through the performance review process.

ENTERPRISE AND RESOURCEFULNESS

- Develop artistic programming with a view to furthering opportunities for the organisation and the region both culturally and financially.
- Using every available opportunity to promote the usage of Burrinja and create good relations with the media, the public, cultural networks and the business sector.
- Develop dynamic and innovative models of cultural participation internally and externally through projects, networks, policy, facilitation, programming and partnerships.

BOARD/GOVERNANCE

- The Creative Director reports to the Board directly on all matters other than Finance, HR and operational matters, which are undertaken by the Chief Operating Officer.
- Working in partnership with the Board and Chief Operating Officer, the Creative Director is a critical part of the executive leadership team which leads the organisation's Strategic direction and governance.
- Develop policies for Board approval.

REPORTING, COMPLIANCE AND RISK

- Maintain current knowledge of Burrinja's cultural and business environment, and ensure that these factors are considered when developing and delivering Burrinja's artistic program.
- Oversee Burrinja's execution of project funding acquittals and reporting.
- Understand the principles of risk management and their application.
- Work with the Chief Operating Officer to ensure that Burrinja's policies and procedures are comprehensive, up-to-date and accessible to all staff, artistic personnel, funding bodies and other stakeholders.
- Undertake risk assessments for all proposed projects in consultation with relevant stakeholders.

RESOURCES CONTROLLED

- This role controls significant resources as delegated by the Board for creative and artistic programming within its annual budget allocation.