



## Position Description

Position Title:	General Manager - Operations
Location:	105 Cambridge St, West Leederville
Manager:	Chief Executive Officer
Direct Reports:	Marketing and Membership Coordinator Events Manager
Position Status:	Full Time - Contract to 30 <sup>th</sup> June 2021
Applications Close:	5:00pm Friday 13 <sup>th</sup> November 2020
Application Details:	To apply please email a cover letter (maximum one page) outlining why you are perfect for the role and a copy of your resume.  Email: <a href="mailto:careers@westcycle.org.au">careers@westcycle.org.au</a>  Please ensure you clearly state the role you are applying for in the Subject Line of the email.

## About WestCycle

WestCycle is Western Australia's Peak Body for Cycling and representative voice for all bike riders. Our dedicated team strives to develop, promote and enact positive change state-wide. Together, we can improve bike riding for all Western Australians.

WestCycle is passionate about building on the recent momentum in bike riding through record spending on infrastructure and growth in participation during Covid-19.

We are guided by the high-level objectives contained within Our Bike Path - A Strategic Framework for Cycling in Western Australia with our core 5 priority areas being:

1. Grow a Cycling Culture
2. Create Bike Friendly Communities
3. Build the Capability of our Community
4. Strengthen our Sporting Pathway
5. Develop a Cycling Economy

For specific questions relating to this position please contact:

Matt Fulton

Chief Executive Officer

[info@westcycle.org.au](mailto:info@westcycle.org.au)

## **Position Overview**

The General Manager of Operations is a member of the Senior Management Team and is primarily responsible for the day to day operations of WestCycle. Managing a team of people to deliver against agreed strategies whilst working collaboratively with the rest of the Senior Management Team to ensure the successful delivery of the WestCycle Business Plan.

## **Key Responsibilities**

### **Operations Department**

- Management of the day to day running of the business, working with the department General Managers to deliver key initiatives
- Management of Staff within the Operations Department ensuring they deliver on all aspects of their job descriptions.
- Responsible for the implementation of all operational activities and events

### **Marketing**

- Responsible for a business wide marketing strategy and its implementation
- Ensure all communication channels are planned, managed and executed accordingly.
- Responsible for a sponsorship strategy, working with the CEO and General Managers to source partners and then the ongoing management of the relationships and deliverables

### **Events**

- Oversee all WestCycle events, working with the Event Manager to ensure they are delivered according to project timelines
- Attend all WestCycle events

### **Business**

- Responsible for all Grant applications and acquittals across the business
- Be a point of contact for all Member Organisations and Affiliate Organisations

### **Membership**

- Accountable for Membership growth and retention across all aspects of the business
- Accountable for all IT platforms to manage members

### **IT and Systems**

- Responsible for all IT systems, processes and requirements for the day to day running of the office
- Management of relationship with the external IT consultant provider
- Responsible for the software requirements of the business including membership management and CRM.

### **Revenue Generation**

- Identify and develop proposals for additional revenue streams for the organisation

### **Finance & Other**

- Perform other duties as directed by Chief Executive Officer of WestCycle
- Manage all relevant budgets
- Provide marketing support to all team members

## Selection Criteria

- Thorough understanding of developing marketing strategies.
- Current knowledge of best practice marketing systems and platforms.
- Deep understanding of website management and all priority social media platforms.
- Previous experience in sponsorship acquisition and servicing
- Well organised and detailed nature
- Previous experience overseeing events and major projects.
- Ability to lead a small team whilst still being very much hands on to deliver strong outcomes.
- Demonstrated entrepreneurial flare and willingness to go above and beyond to deliver outcomes for the organisation and riding community of Western Australia.
- A team player not scared to dig in and going beyond the scope of their job description.
- Willingness to work the hours required to be successful, including evenings and weekends.
- Strong commercial acumen particularly in understanding accounting reports, financial processes and decisions
- Strong organisational skills with the ability to follow procedures, multi-task and meet deadlines
- Strong interpersonal and communication skills, with the capacity to communicate productively with a range of internal and external stakeholders and work well within a small team environment
- Strong computer literacy and extensive experience using web technologies
- Demonstrated ability to work well in a collaborative environment
  
- Show impeccable ability to demonstrate the ten characteristics that require zero talent:
  - Being on time
  - Making an effort
  - Being high energy
  - Having a positive attitude
  - Being passionate
  - Using good body language
  - Being coachable
  - Doing a little extra
  - Being prepared
  - Having a strong work ethic