

## Position Description

### Ziebell's Farmhouse Manager

#### Key information

<b>Position title</b>	Ziebell's Farmhouse Manager
<b>Position reports to</b>	Chair, Ziebell's Farmhouse Subcommittee
<b>Work locations</b>	Ziebell's Farmhouse
<b>Work type</b>	Fixed Term — Part time (0.5)
<b>Normal work hours per week</b>	19 hours. Flexible working arrangement — work days to be agreed
<b>Abnormal hours</b>	Given the nature of the role some work outside agreed hours may be required, and will be compensated as time in lieu
<b>Tenure/special conditions</b>	Fixed term — position funded until 30 June 2021
<b>Salary</b>	\$75,000 (pro-rata) plus super
<b>Probity checks required</b>	Police check, Working with children

#### About Westgarthtown

##### The Pioneer Precinct

Westgarthtown is an historic dairy farming settlement sixteen kilometres north of Melbourne established in 1850 by German and Wendish immigrants. Although now located within the residential suburbs of Thomastown and Lalor in the City of Whittlesea, many of Westgarthtown's outstanding bluestone heritage buildings and structures still survive. These include Ziebell's Farmhouse (c.1850-51), Victoria's oldest German immigrant building; a picturesque Lutheran Cemetery (1850); and Australia's oldest operating Lutheran Church (1856). For more information, refer to our website at [westgarthtown.org.au](http://westgarthtown.org.au).

##### Ziebell's Farmhouse

Ziebell's Farmhouse is Westgarthtown's Cultural Heritage Centre. It is owned by the City of Whittlesea and operated by the Friends of Westgarthtown Inc. It consists of a heritage farmhouse, associated outbuildings and heritage garden. It is listed on the Victorian Heritage Register, houses a museum accredited by Museums Australia (Victoria) and is an interpretive centre for visitors to Westgarthtown. The centre is currently open on the second Sunday of each month as well as for organised group tours and special events. Around 2,500 people currently visit Ziebell's Farmhouse each year.

##### Our organisation

The Friends of Westgarthtown's mission is to preserve and present Westgarthtown's heritage for future generations. We are an incorporated association managed by a committee of seven members. Further information about us, our aims and our approach is available at [westgarthtown.org.au/about](http://westgarthtown.org.au/about).

The Ziebell's Farmhouse Manager is the Friends of Westgarthtown's only paid position and reports to the chair of Ziebell's Farmhouse subcommittee.

## Position information

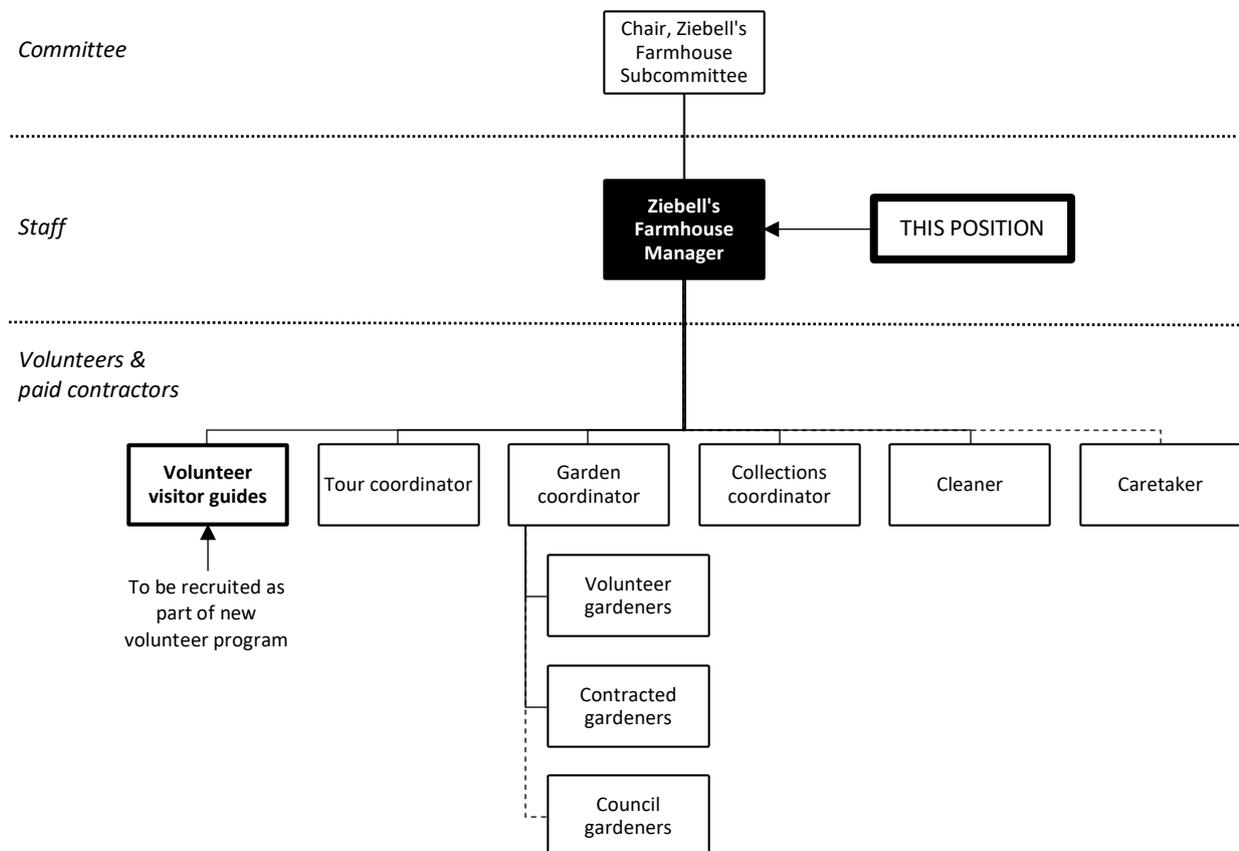
### Purpose of the position

The Ziebell's Farmhouse manager will be responsible for overseeing the operations of the centre whilst also strategically pursuing our vision of more people visiting Ziebell's Farmhouse more often.

This is a newly created position made possible by funding from the City of Whittlesea. Its purpose is to reduce the day-to-day management activity undertaken by the subcommittee who currently oversee all operations at Ziebell's Farmhouse. This includes oversight of volunteers, suppliers and contractors; visitor operations; assets and maintenance and community engagement.

To grow visitations to Ziebell's Farmhouse, the position will be responsible for building a brand-new volunteer program that enables Ziebell's Farmhouse to be opened more frequently, and a marketing and communications plan to attract more visitors.

### Reporting relationships



### Facilities, resources and benefits

The following will be provided as part of this position:

- Permanent workstation with WiFi and printer access
- Laptop computer, configured with required software
- Laptop administration, basic IT support and training in systems required to fulfil role
- Charge card for purchasing consumables and other equipment and services as needed
- Mobile phone allowance (in-lieu of providing a phone)

## Key accountabilities

Accountability	Key Tasks	%
<b>Operations</b>	<ul style="list-style-type: none"> <li>Plan and manage a new program for expanding regular open day operations</li> <li>Create and manage a program to recruit, train, resource and roster volunteer visitor guides to operate regular open days</li> <li>Plan and manage agreed public events and exhibitions</li> <li>Develop the visitor experience, particularly for regular open days</li> <li>Develop and execute a process for evaluating visitor and volunteer experience and use learnings to recommend and effect improvements</li> <li>Oversee or directly coordinate the security, maintenance and presentation of the centre including farmhouse, outbuildings, garden and items on the asset register</li> <li>Manage the centre's calendar of activities and oversee coordination of open days, events, tours, maintenance, cleaning and gardening</li> <li>Evolve the administration of the centre's operations to improve efficiency and keep pace with operational changes</li> <li>Liaise with the subcommittee and City of Whittlesea as needed to ensure smooth operations</li> </ul>	35
<b>People</b>	<ul style="list-style-type: none"> <li>Recruit, train and supervise volunteer visitor guides</li> <li>Supervise existing coordinators including the garden and tour coordinators</li> <li>Ensure effective supervision of all volunteers through a combination of direct management and support for coordinators</li> <li>Coordinate all suppliers and contractors working at Ziebell's Farmhouse</li> <li>Supervise the engagement of and work performed by suppliers and contractors appointed by the Friends of Westgarthtown</li> </ul>	20
<b>Planning</b>	<ul style="list-style-type: none"> <li>Following the strategic direction provided by the subcommittee, develop and maintain an operational management plan for Ziebell's Farmhouse</li> <li>Plan and manage activities to support visitor growth targets</li> </ul>	10
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Develop and execute a marketing and communications plan to grow visitations</li> <li>Coordinate direct marketing and publicity campaigns</li> <li>Coordinate marketing material including printed, website and social media</li> </ul>	10
<b>Financial</b>	<ul style="list-style-type: none"> <li>Calculate and propose small-scale budgets (eg for volunteer program and events)</li> <li>Manage allocated budget expenditure and resources effectively</li> <li>Authorise payments to suppliers (up to agreed limits)</li> <li>Pursue new and existing revenue growth opportunities to fund projects and activities that support the management plan</li> </ul>	10
<b>Administration and reporting</b>	<ul style="list-style-type: none"> <li>Prepare quarterly reporting for approval by the Committee of Management</li> <li>Support the FoW to ensure they meet all obligations of the operational agreement with City of Whittlesea</li> <li>Ensure compliance with applicable policies and regulations</li> <li>Maintain up to date contact records for volunteers, suppliers and stakeholders</li> <li>Purchase consumables needed for the office and centre (eg stationery)</li> </ul>	10
<b>Community engagement</b>	<ul style="list-style-type: none"> <li>Grow connections into the member, descendant, local and special interest communities as guided by the operational management plan</li> </ul>	5

Note: Within the first month of employment, the successful candidate will be expected to agree a work plan and key performance indicators for delivering on the above accountabilities.

## **Key selection criteria**

1. Proven experience in establishing and managing a volunteer program
2. Skilled in establishing and executing a not-for-profit marketing and communication program
3. Highly effective interpersonal communication skills including consultation, facilitation, presentation, stakeholder liaison and the ability to credibly represent the Friends of Westgarthtown in any forum
4. Proven leadership skills; especially building, leading and managing small volunteer and contractor teams; and highly developed skills in building rapport and long-term relationships
5. Self-motivated with a proven ability to work with limited direct supervision
6. Administrative skills including small-scale project and event management; supplier and contractor management, financial management; and grant application/administration will be highly regarded
7. A tertiary qualification and/or experience in the cultural heritage or museum sector will be well regarded