

Reports to

Board of directors

FTE

1.0

Status

Full-Time

Salary

\$98,800

Super

12%

Based at

Radio Adelaide
198 Greenhill Rd
Eastwood SA 5063

Updated February 2025

Role Purpose

To lead the development and implementation of a sustainable Radio Adelaide business model, manage all operational requirements of the station, and fulfill the station's strategic objectives.

Key Responsibilities

Strategic Development

- In conjunction with the Board, implement the 2022-2025 Strategic Plan and lead process to adopt 2026-2029 Strategic Plan.
- Provide feedback to the Board as to how the Strategic Plan can better realise Radio Adelaide's mission, the aims of the Constitution, and financial self-sustainability. [NOTE: all responsibilities are to be fulfilled under the supervision of the Board, but some individual items below make specific reference to the roles of the SM and Board.]

Operational

- Prepare all relevant documentation relating to the station's operations and governance obligations including the Annual Report

Business Development

- Develop, implement and monitor an annual business plan with income and expense budgets.
- Develop a marketing plan to gain data on Radio Adelaide's existing and potential listenership and inform programming and marketing activities, noting the Strategic Priority: Conduct regular market and audience research to ensure we understand our community of interest, what it wants from Radio Adelaide, and how we can best deliver it.
- Develop and implement marketing activities to increase station profile, listenership, engagement and membership.
- Represent Radio Adelaide on external bodies as required.

- Advise the Board on ways to simplify, promote, and maintain the annual membership process.
- Advise the Board on ways to streamline, develop and promote induction and intermediate training opportunities for aspiring media makers.
- Consult with current volunteers to develop advanced training opportunities which reflect industry practice and presenter interests.
- Identify, develop and negotiate relationships with potential sponsors appropriate to Radio Adelaide's values, priorities, community and market.
- Continuously review sponsorship offerings and, in consultation with the Board, explore new ways to attract and retain sponsors.
- Seek sponsorship from Adelaide businesses and organisations that currently benefit from Radio Adelaide.
- Equip and activate volunteers and access groups to source sponsors and engage in other fundraising activities.
- Nurture, develop, manage and protect the Radio Adelaide brand identity, bearing in mind the Strategic Priority: Actively develop and grow Radio Adelaide's identity to create a bold new presence that differentiates it from other media.

Programming and Content

- Ensure a high level of community involvement in program production.
- Negotiate with both existing and potential access show clients to maximise engagement with those groups and the station's offerings to the communities they represent.
- Ensure high-quality programming that meets community needs.

Financial Management

- Manage and monitor Radio Adelaide's budgets and financial activities.
- Produce financial reports monthly and as required by the Board and monitor company financials regularly.

- Develop and implement financial management policies and systems to ensure efficient and legislatively compliant processing of accounts payable and receivable, sales, expense reconciliation and reporting.
- Identify opportunities for grants and philanthropic funding and manage applications, delivery and acquittals.
- Advise the Board on developing and implementing strategies to increase revenue from training and audio production.
- Co-operate with the Board to ensure that Radio Adelaide is sufficiently resourced to identify, apply for and optimise funding opportunities.

People Management

- Recruit and develop the Radio Adelaide team to meet strategic objectives.
- Foster a professional, respectful and friendly environment for staff, volunteers and clients.
- Implement the Station's gender inclusion and equity strategies.
- Provide volunteers with systems and support to facilitate community engagement, induction and high-quality broadcasting.
- Develop and implement HR management policies and systems to ensure efficient and legislatively compliant employment and remuneration of staff.
- Develop and implement policies and initiatives to increase volunteer roles in operational activities, e.g. administration, production, event management.

Stakeholder and Community Engagement

- Identify and develop collaborative relationships with stakeholders in relevant communities and industry sectors.
- Negotiate contracts with external businesses, including the Landlord.
- Develop and implement strategies to increase engagement with Radio Adelaide's community of interest, bearing in mind the Strategic Priority to build on educational community partnerships.
- Co-operate with the Board to build a skilled volunteer workforce by identifying skills and roles required and build organisational structure, developing

programs to recruit, train and retain volunteers, developing and utilising the new premises and any other means agreed on by the Board.

- Develop and implement initiatives to encourage community participation in operational functions including committees, workgroups and social activities.

Compliance and Risk Management

- In conjunction with the Board, ensure Radio Adelaide is fulfilling its community engagement objectives and licence requirements and meeting all broadcasting regulations.
- Ensure compliance with all relevant broadcasting laws and codes of practice.
- Ensure business practices are transparent and comply with legislative requirements.

Facilities Management

- Ensure provision of high-quality, industry-standard broadcasting facilities.
- Ensure provision of a safe, secure, clean and legislatively compliant workplace for staff, volunteers and visitors.
- Continue to develop premises to optimise the volunteer and stakeholder experience.
- Advise the Board on ensuring premises remain accessible for all volunteers including those with disability.

Technology

- Identify technologies that will enable Radio Adelaide to achieve efficiencies in delivery so that we can concentrate on content.
- Advise the Board on means of ensuring broadcast and IT infrastructure requirements are simplified where possible, properly resourced, and regularly reviewed.
- Advise the Board on ensuring that presentation and production facilities remain accessible for all volunteers including those with a disability.

Key Requirements

1. Substantial experience in community radio or strong understanding of the role played by community radio in the media landscape.
2. Demonstrated strong communication and negotiation skills.
3. Demonstrated ability to work with people and organisations of diverse cultural backgrounds and people for whom English is a second language.
4. Demonstrated ability to implement operations required to meet strategic objectives and effectively contribute to strategic planning.
5. Demonstrated ability to develop and implement effective business plans, conduct marketing activity, and identify and implement opportunities for business development and fundraising.
6. Demonstrated high-level skills in financial management, reporting and compliance with tax legislation.
7. Demonstrated high-level skills in people management, human resources policy and best practice, and compliance with industrial relations legislation.
8. Demonstrated ability to engage and build strong working relationships with stakeholders to meet strategic objectives.
9. Ability to develop and implement effective risk management policy.
10. Proficiency in MS Office suite.

Qualifications

1. Tertiary qualifications in business management desirable.
2. Tertiary qualifications in media desirable.