

## POSITION DESCRIPTION – Enterprise Manager

<b>Tenure</b>	Part time (.5 FTE) 12 month contract, to then be reviewed
<b>Classification</b>	SCHADS Level 4
<b>Position Description Developed</b>	May 2026
<b>Position Responsible To</b>	CEO

### Organisation Summary:

Bendigo Foodshare (BFS) is a vibrant, community-led organisation, working towards our vision that every person in central Victoria has dignified access to healthy food. Bendigo Foodshare commenced operations in 2013. It is a not-for-profit organisation, governed by a volunteer Board and staffed by more than 400 active volunteers. Bendigo Foodshare operates a seven-day service that sources rescued, donated and surplus food and distributes it to thousands of people each week via local charities, community groups and schools across central Victoria.

We believe food relief is only part of the solution to improving food security within our community. Bendigo Foodshare is also committed to working with the community to increase food skills, including growing and cooking skills, and to reduce the stigma and barriers to accessing help when it is needed. We also strive to influence and shape regional, state and national food systems to create a fairer, sustainable and accessible food future for all. To support our work, we develop and deliver innovative enterprises to strengthen our financial resilience and increase our impact.

### Our values:

- **Create Connection** – we make meaningful connections with each other, the community and the environment.
- Act with **Integrity** – we say what we mean, and we do what we say.  
**Respect** each other – we value and support people for their abilities, qualities and differences.
- Show **Courage** – we face opportunities and challenges with passion, hope and innovation.

### Position Summary:

The Enterprise Manager is responsible for identifying and leading enterprise development initiatives that contribute to Bendigo Foodshare’s long-term financial sustainability and Strategic Plan 2026–2030 priorities, aligned to our vision of a food secure central Victoria.

A core focus of this role is to further develop and lead the implementation of the Bendigo Community Farmers’ Market Growth Strategy, positioning the market as a sustainable, regional enterprise that strengthens the local food system.





The role will work closely with the CEO and the BFS Board sub-committee - Projects Innovation & Service Models (PIMS) to:

- Develop an enterprise plan and governance framework that unlocks new opportunities for growth.
- Contribute to a strong and sustainable financial model that enables BFS to have greater impact and long-term resilience.
- Develop and implement the Bendigo Community Farmers’ Market Grow Strategy to support local producers and market sustainability.

The position will be located at 227 Breen Street, Golden Square.

Key internal relationships	Key external relationships
CEO	Producers Committee
PIMS Committee	Market Contractors
Community Relations staff	Sector partners (eg VFMA)
BFS Volunteers	
Finance Team	

## Responsibilities:

### 1. Enterprise Development Leadership

- Lead the design and delivery of Bendigo Foodshare’s enterprise portfolio in line with the Strategic Plan 2026–2030
- Identify and develop new revenue-generating opportunities aligned to purpose
- Build financially sustainable models that reinvest into community outcomes
- Strengthen systems for tracking enterprise performance and impact

### 2. Farmers Market Enterprise Leadership

Lead implementation of the Bendigo Community Farmers Market 2030 growth strategy including:

#### Enterprise Growth

- Transition the market from an event-based model to a customer-engaged, experience-driven enterprise
- Develop and implement a redesigned financial model incorporating diversified revenue streams

#### Producer Growth & Outcomes

- Support expansion of a stable and diverse producer base
- Reduce barriers to participation and support emerging local producers
- Strengthen producer retention and collaboration

#### Customer Growth & Experience

- Strategies to increase attendance and repeat visitation
- Position the market as a trusted source of high-quality local food
- Lead marketing and brand development in collaboration with BFS Communications team

#### Financial Sustainability

- Develop a 3-5 year business model with annual targets to support market sustainability and reinvestment into community outcomes

#### Place-making & Activation

- Contribute to the development of initiatives that create a “destination experience” including food activation, cultural programming and family engagement activities
- Support initiatives that increase visitor dwell time and enhance the overall market experience

### **3. Stakeholder Engagement & Partnerships**

- New partnership development to enhance enterprise opportunities
- Build and maintain strong relationships with vendors, donors, sponsors and volunteers to achieve Enterprise outcomes
- Act as Primary contact for the Producers Committee

### **4. Enterprise Marketing & Brand Development**

- Contribute to brand positioning of BFS enterprises
- Support campaigns to increase visibility and engagement in enterprise initiatives

### **5. Compliance & Governance**

- With the General Manager Operations, ensure compliance and effective risk management related to BFS enterprises.

#### **Additional Responsibilities:**

- Perform all work with a ‘safety first’ approach, including monitoring (and reporting any concerns if applicable) the safety of colleagues, volunteers and contractors.
- Commitment to maintaining open, honest and professional communication at all times, maintaining positive relations with volunteers, food donors and partner agencies.
- Perform all work with a continuous improvement ethos to deliver timely, professional and relevant outcomes.
- Actively participate as an effective team member to achieve individual and team goals.
- Perform all work in alignment with Bendigo Foodshare’s values, protocols and/or legislative requirements.
- All children engaging with Bendigo Foodshare programs have the right to feel and be safe. Keeping children safe is everyone’s responsibility. BFS is committed to providing a child safe environment where children are safe and feel safe, and where their voices are heard about the decisions that affect them. BFS have zero tolerance to child abuse. Each employee has a responsibility to adhere to this requirement and report any child safety concerns to their manager immediately. Any breach of this standard will result in disciplinary action.
- All other reasonable duties as may be directed from time to time.



## **Key Selection Criteria:**

### **Essential**

- Demonstrated experience in enterprise development, social enterprise, or commercial operations
- Strong project management and implementation skills
- Financial acumen, including development of sustainable business models
- Experience in stakeholder engagement and partnership development
- Ability to translate strategy into practical actions and measurable outcomes
- Strong leadership, communication and influencing skills
- Availability to work on weekends as required at the Bendigo Community Farmers Market or other BFS enterprises.

### **Desirable**

- Experience in market management, food systems or regional economic development
- Marketing, branding or customer experience expertise
- Experience working with volunteer-based or community organisations
- Understanding of local food systems and producer networks

### **Conditions of Employment**

- Possess and maintain a valid driver's license.
- Clear Police Check.
- Clear Working with Children Check.
- First aid certificate or willingness to obtain

### **Key Performance Indicators**

KPIs to be developed within four weeks of commencement, aligned to:

- Bendigo Foodshare strategic goals
- Enterprise revenue and diversification
- Farmers Market growth
- Partnership development outcomes