



# Abbotsford Convent.

## Experience Manager

*Permanent F/T Position*

### BACKGROUND

The Abbotsford Convent is Australia's largest multi-arts precinct and a much loved cultural and community hub of Melbourne. The Convent precinct comprises 11 historic buildings, a gallery, four cafes, a radio station, a school, and 6.8 hectares of expansive gardens and open spaces. A thriving and dynamic community, the Convent is home to 121 tenants including visual artists, writers, designers, performers and wellbeing practitioners, and welcomes around one million visitors each year.

The Abbotsford Convent Foundation (ACF) is the not-for-profit organisation that owns and operates the precinct on behalf of the public, and manages the day-to-day operations, sustainability and future vision of this unique arts, culture and learning precinct. While we are honoured to receive local and state support for activities to enliven our incredible precinct, when it comes to managing and maintaining the expansive Convent precinct, we rely on our social enterprise model and the support of the community to ensure the precinct remains open, activated and accessible to everyone, 365 days of the year.

### CONTEXT

The Convent's vision is to be a recognised leader in a sustainable future for arts, culture and learning. The Experience Manager is pivotal in realising this ambition and will lead the development, implementation, and evaluation of our bold, unique, and accessible programs and experiences. Working closely with our community, artists and program partners, and with the audience at its centre, our experiences and activations will be inclusive and accessible, fostering the Convent as a vibrant, recognised and loved destination.

This role will lead the integration of our venue hire, programming and production teams, ensuring a high-performing team environment that delivers quality events and activations, adeptly balancing commercial optimisation, artistic integrity and strategic outcomes.

### ORGANISATIONAL RELATIONSHIPS

#### **Reporting:**

The position reports to the CEO and manages Events & Venues, Programming and Production departments.

#### **Internal Relationships:**

This role works closely with all functions of the organisation. The role will also include briefing to or liaison with Directors of the Board (as required).

#### **External Relationships:**

The role is required to liaise with artists, corporate and commercial individuals and businesses, contractors/service providers and tenants as required.

### KEY RESPONSIBILITY AREAS, DUTIES AND ACCOUNTABILITIES

#### **Strategic Leadership**

- Develop and execute an audience-centric strategy and annual calendar of arts, culture, and learning programs that aligns with the Convent's vision and purpose.
- Lead the creation and delivery of festivals, events, exhibitions, workshops, public art commissions and other precinct activations that engage and inspire audiences and drive visitation and revenue.
- Champion fresh thinking, contemporary and commercially-minded approaches to programming and curatorship, identifying opportunities to be creative, innovative and iterative.

### **Commercial Optimisation**

- Increase the strategic and revenue outcomes of the ACF's venue hire business through effective business development, contract negotiations and commercial partnerships.
- Oversee the venue hire portfolio, ensuring financial optimisation and sustainability of our venues and infrastructure, and identify opportunities for investment in infrastructure, revenue growth and profitability.
- Identify and develop relationships with program partners, consultants and providers to deliver commercially viable programs, experiences, and activations.

### **Program Development and Management**

- Oversee the planning, budgeting, and execution of programs and experiences to ensure efficient and effective operations and engagement of a wide range of audiences in line with the Convent's vision.
- Ensure programs and events are accessible, inclusive, and reflective of diverse cultural expressions, including First Peoples' heritage.
- Work with relevant teams across the organisation to manage site impacts and operational delivery of programs and experiences.

### **Production and Event Operations**

- Oversee the production function to ensure effective planning and delivery of production and event operations.
- Oversee the strategic planning and execution of infrastructure and production upgrades, in collaboration with the Visitor Services and Placemaking team.

### **Community Engagement**

- Build and maintain strong relationships with tenants, artists, cultural institutions, educators, and community groups.
- Foster collaboration and co-creation opportunities to enhance program impact and community involvement.

### **Team Leadership**

- Lead, mentor, and manage a multi-disciplinary team of Programming, Production and Events & Venues staff and volunteers.
- Foster a high-performing, collaborative, innovative and accountable team culture.
- Build a positive work environment that encourages creativity and innovation.

### **Evaluation and Reporting**

- Implement robust evaluation frameworks to measure program success and impact.
- Provide regular reports to the CEO and Board on program outcomes, strategic initiatives and financial performance.

### **Fundraising and Partnerships**

- Work with the Strategic Partnerships and Development Manager to identify and secure funding opportunities to support program development and sustainability.
- Cultivate partnerships with cultural and commercial partners to achieve the strategic aims of the ACF.

### **Marketing and Public Relations**

- Work with the Manager, Marketing to develop impactful campaigns and content that increase audience reach and engagement.

### **General**

- Attend and/or participate in related employer and industry groups as required.
- Represent ACF at internal or external meetings as required.
- Maintain safe working environments and procedures that comply with legislation and ACF OH&S standards.

- Participate collaboratively in staff meetings, strategic planning and evaluation processes.
- Monitor systems of information sharing and ensure the accurate storage and archiving of data.
- Undertake other duties from time to time as directed by the Chief Executive Officer.

## QUALIFICATIONS AND EXPERIENCE

### Education

- Bachelor's degree in Arts, Cultural Management, Education, or a related field. A Master's degree is preferred.

### Experience

- Minimum of 7 years of experience in arts, culture, or educational program management.
- Proven track record of developing and delivering successful programs and events.
- Proven track record working with First Peoples.

### Skills:

- Strong leadership and team management skills.
- Excellent communication and interpersonal abilities.
- Strategic thinking and problem-solving capabilities.
- Experience in fundraising and partnership development.

## KEY SELECTION CRITERIA

1. **Strategic Program Leadership & Innovation:** Demonstrated ability to develop and execute a compelling annual program strategy for arts, culture, and learning, leading the creation of engaging and commercially viable festivals, events, and activations that drive visitation and revenue, championing innovative and contemporary approaches.
2. **Commercial Acumen & Venue Optimisation:** Proven expertise in increasing revenue outcomes through effective business development, contract negotiations, and strategic partnerships, specifically overseeing and optimising venue hire portfolios for financial sustainability and growth.
3. **Community Engagement & Inclusivity:** Strong track record in building and maintaining relationships with diverse artists, cultural institutions, and community groups, fostering collaboration, and ensuring programs are accessible, inclusive, and reflective of diverse cultural expressions, including First Peoples' heritage.
4. **Team Leadership & Development:** Demonstrated ability to lead, mentor, and manage high-performing teams, promoting a positive and collaborative work environment that encourages creativity and innovation.
5. **Evaluation, Reporting & Financial Management:** Experience implementing robust evaluation frameworks to measure program success and impact, with the ability to provide regular reports to the CEO and Board on program outcomes, strategic initiatives, and financial performance to support strategic decision-making.
6. **Stakeholder Collaboration & Communication:** Excellent communication and interpersonal skills, with proven ability to work collaboratively across all organisational functions and build and maintain positive relationships with external stakeholders, including artists, corporate partners, and service providers, to achieve strategic aims.

## CONDITIONS

- This a full time, permanent position. A six-month probation applies.
- This role has a salary package of circa \$110,000 (negotiable) per annum plus superannuation.
- The Amusement, Events and Recreation Award (MA000080) is applicable.

Note: As the ACF evolves to meet the changing needs of our community and projects, the competencies required for this role may vary from this role statement.

## WHAT WE OFFER:

Our roles are full of opportunity, experience, and collaboration. We value all types of experience—the diversity and variety is what makes us unique.

- Salary sacrificing.
- Access to EAP services.
- An organisation committed to Diversity and Inclusion.
- A collaborative and inclusive work environment with a focus on employee well-being and professional growth.
- Access to some free events on-site.
- Free 24-hour car parking access

## **Application Process**

Abbotsford Convent is committed to equity and inclusion and welcomes applications from Aboriginal and/or Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people of all abilities, and people from LGBTQIA+ communities.

***Applications are due by 9am Monday, 11 August 2025.***

***Please refer to the information below to submit your application.***

- Provide a CV (maximum 3 pages) and a cover letter addressing key selection criteria and your motivation to apply for the role (maximum 4 pages).
- Short-listed applicants will be contacted shortly after the closing date.
- Applications are to be submitted to [hrsupport@abbotsfordconvent.com.au](mailto:hrsupport@abbotsfordconvent.com.au)

*Applications will not be considered without a CV and Cover Letter addressing KSC.*

***Note: If you would like to discuss the role, please email your contact details to [hrsupport@abbotsfordconvent.com.au](mailto:hrsupport@abbotsfordconvent.com.au)***