

POSITION DESCRIPTION | GENERAL MANAGER

NOTE: This is a fictitious position description created with the purpose of demonstrating, at a generic level, the types of things you can include in your position description for a General Manager. You should customise this as it suits the specific requirements for your business. If you require further support, book in an implementation session with a 'People' Vision Partner, or reach out to wow@the-entourage.com.au

Date: DD/MM/YYYY

Review Date: DD/MM/YYYY

POSITION OVERVIEW

Role Title: General Manager

Employment Type: Full time

Salary Package Details: \$X

Location: Sydney

POSITION SUMMARY

The General Manager plays a vital role in helping the business achieve its vision, mission and strategic objectives. The General Manager is responsible for translating strategy into action, overseeing the day-to-day operations of the business, and providing cultural leadership to the team.

TEAM AND REPORTING STRUCTURE

- Reports to the Chief Executive Officer
- Direct Reports: Team leaders in Marketing, Sales, Product, Operations and Finance.

KEY RELATIONSHIPS

Stakeholder	Frequency	What?
Chief Executive Officer	Monthly	<ul style="list-style-type: none">• Accountable to the CEO• Provide feedback on business performance and highlight improvement areas with recommendations• Escalate significant risks/issues with recommended solutions• Assess monthly vitals• Bi-annual culture review• Annual performance review
Team Leaders - Marketing, Sales, Product, Operations and Finance	Weekly	<ul style="list-style-type: none">• Weekly 1:1s• Manage leaders against targets• Strategic input and risk management• Promoting cross-functional communication and alignment

RESPONSIBILITIES AND DUTIES

- Oversee daily operations of the business
- Contribute to the development of organisational strategy
- Translate the organisational strategy into tactical programs
- Work with department leads to set, communicate and achieve performance

targets, goals and objectives

- Ensure consistency and follow-through across key directions and objectives in the business
- Provide direct management to the leaders of each department and ensure they manage their teams to a high standard
- Support the leadership team with personal and professional development to ensure they are empowered to perform
- Work with the leaders of each department to ensure they are getting their most important jobs done. Key focus areas include:
 - Lead generation strategies, sources and targets
 - Health and effectiveness of the sales pipeline
 - Delivery and quality of the business' products and services
 - Internal operations of the business, including office, technology and other support systems
 - Financial management including accounts payable, payroll and company cash flow
- Provide feedback to the CEO on how well each function is performing, with recommendations for improvement
- Chair the weekly Leadership team meeting
- Contribute to, and coordinate, the development and delivery of the monthly Board Report
- Be a role model for effective and positive leadership by:
 - Bringing the company vision and mission to life
 - Demonstrating the company values in action
 - Overseeing key hiring and talent development programs
 - Conducting regular team meetings to ensure efficient flow of information up and down the organisation
 - Providing constructive feedback to all team members
 - Being proactive, flexible, innovative and results focused.
- Maintain a positive approach to business using appropriate conduct and a responsible and professional manner consistent with the standards expected by the business and its clients at all times. This also includes maintaining a

professional and business-like standard of personal presentation.

- Conduct yourself in a safe manner - not putting yourself and others at risk - complying with the company's requirements in relation to WH&S.
- Follow/adhere to all lawful and reasonable instructions and requests as directed by your Manager or delegate. This includes upholding policies and procedures set by the business.

SCOPE AND LIMITS IN AUTHORITY

This role takes responsibility over strategic and high-level decision-making. The role will provide feedback to the CEO on business performance and escalating major business challenges that are accompanied by recommendations of strategic and considered solutions.

KEY COMPETENCIES

Competency	Proficiency		
Managing High Performance, High Output Teams	Beginner	Intermediate	Advanced
Team Professional and Personal Development	Beginner	Intermediate	Advanced
Setting and Communicating Business Performance Metrics	Beginner	Intermediate	Advanced
Financial Management and Accountability	Beginner	Intermediate	Advanced
Technology Management	Beginner	Intermediate	Advanced
Negotiation	Beginner	Intermediate	Advanced

Change Management	Beginner	Intermediate	Advanced
Cultural Leadership	Beginner	Intermediate	Advanced
Marketing and Sales	Beginner	Intermediate	Advanced

QUALIFICATIONS

Tertiary qualification in Business or similar (Masters level seen favourably but not essential).

KEY PERFORMANCE INDICATORS AND PERFORMANCE

- Achievement of company revenue and profit targets
 - Setting and achieving departmental Key Performance Indicators
 - Overall team performance and happiness.
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There may be reasonable duties in addition to those listed in this position description.

I have read and understand all of the above.

Signature

Print Name

Date

Witness Signature

Print Name

Date