

# Stella

## Executive Director - Co CEO



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# Welcome from the Board Chair

Over the last decade, Stella has become the leading voice for gender equality and cultural change in Australian literature. With a firmly established reputation for high-quality delivery and data-driven advocacy, Stella works year-round to address the systemic barriers facing women writers.

Stella is committed to building effective leadership to drive Stella's future. Moving to a new leadership model with Co CEO roles of Executive Director and Creative Director will ensure Stella can achieve its strategic priorities. Stella is now seeking an energetic and engaging Executive Director - Co CEO to jointly lead Stella and who will be instrumental in developing our capacity to deliver programs that will have a lasting impact on the cultural landscape.

It's an exciting time to be joining us. In early 2022, Stella celebrated two major milestones: the awarding of the tenth annual Stella Prize and the success of the Stella Forever fundraising campaign, which raised \$3 million in an endowment to fund the prize money in perpetuity.

With the future of the Stella Prize secured, Stella now moves into its second decade with an appetite for growth. Australian women writers continue to face structural and systemic barriers to access and representation. Stella has begun conceiving a new suite of strategic interventions to contribute to a fairer, more equitable literary sector and promote outstanding books to the reading public. The incoming Executive Director will be responsible for ensuring the organisation attracts the support we need to deliver our ambitious suite of programs.

People are the lifeblood of Stella and our most valuable asset. We look forward to welcoming a passionate and committed person with the vision, skills, and expertise to this tiny-but-mighty organisation.

Thank you for your interest in the role.



**Keren Murray**  
Board Chair



# Background Information

## Our Mission

Promoting gender equality and cultural change in Australian literature

### Why do we exist?

Stella celebrates women writers' place in Australian literature to create a vibrant and equitable national culture.

### How do we achieve this?

Stella strategically intervenes to address structural and systemic barriers to access and representation for women writers. Stella delivers programs that improve access and equity for under-represented writers.

### Who is our target audience?

Stella's primary beneficiaries are women writers with published books. We also work with unpublished authors, literary organisations, and readers to achieve our goals.

A note on gender: across our programs, Stella works with both women and non-binary writers. We recognise that what it means to be a woman is not static and that rigid gender binaries reinforce inequality. Stella advocates for a nuanced and respectful conversation

about gender and gender bias, a complex and evolving cultural issue.

## Guiding Principles

### Books are essential to a just society

Storytelling and reading are tools to understand ourselves, foster connections with others, and create a better world. Women writers offer a unique perspective through their work, and their visibility and success must be recognised in our national culture.

### Sexism doesn't occur in isolation

Discrimination based on gender, race, age, class, socioeconomic status, disability, sexuality, religion, and ethnicity intersects and overlaps in complex ways. Women face structural barriers and societal biases in relation to their unique lived experiences of these – and other – factors. Stella opposes all forms of discrimination and takes an intersectional feminist approach to privilege and discrimination.







### **Collective action is critical**

Stella is part of a national and international movement towards gender equality. Stella works with partners, supporters, and advocates across many sectors and projects, and respects the unique perspectives, skills, approaches, and feminisms of these parties. Stella values collaboration in all its operations and projects.

### **First Nations first**

Aboriginal and Torres Strait Islander communities are the first sovereign Nations of the Australian continent and maintain a continuing connection to, and responsibility for, land, water and culture. First Nations writers are Australia's original storytellers and offer an invaluable and unique contribution to the national culture. Stella prioritises the involvement and perspectives of First Nations writers in all activities.

### **Data can inform and empower**

Stella recognises that high-quality research is indispensable in driving behavioural and systemic change. In all its activities, Stella engages with experts, educators, policy makers, and relevant communities to understand where, how, and to what degree gender bias and disadvantage occur. This data underpins how Stella designs and evaluates its own programs, and the ongoing assessment of its role in the movement towards a more inclusive, vibrant, and equitable Australian culture.

### **Structure and Leadership**

Following a refresh of our Strategic Plan, Stella has committed to an ambitious, expansive future. To build our capacity to do more, and better, in the future, the Board has restructured the organisation to bring in additional leadership capacity and expertise with a particular focus on philanthropic fundraising.

Our existing Executive Director Jaclyn Booton has lead Stella since 2019. Jaclyn will transition to the role of Creative Director Co-CEO and looks forward to working together with a new Executive Director to lead Stella into its next phase.

Under the new leadership model the Executive Director will collaborate closely with the Creative Director to ensure Stella's programs and

operations achieve the organisation's strategic priorities in a cohesive and systematic way. The Executive Director and Creative Director are jointly accountable to the Stella Board, through the Chair.

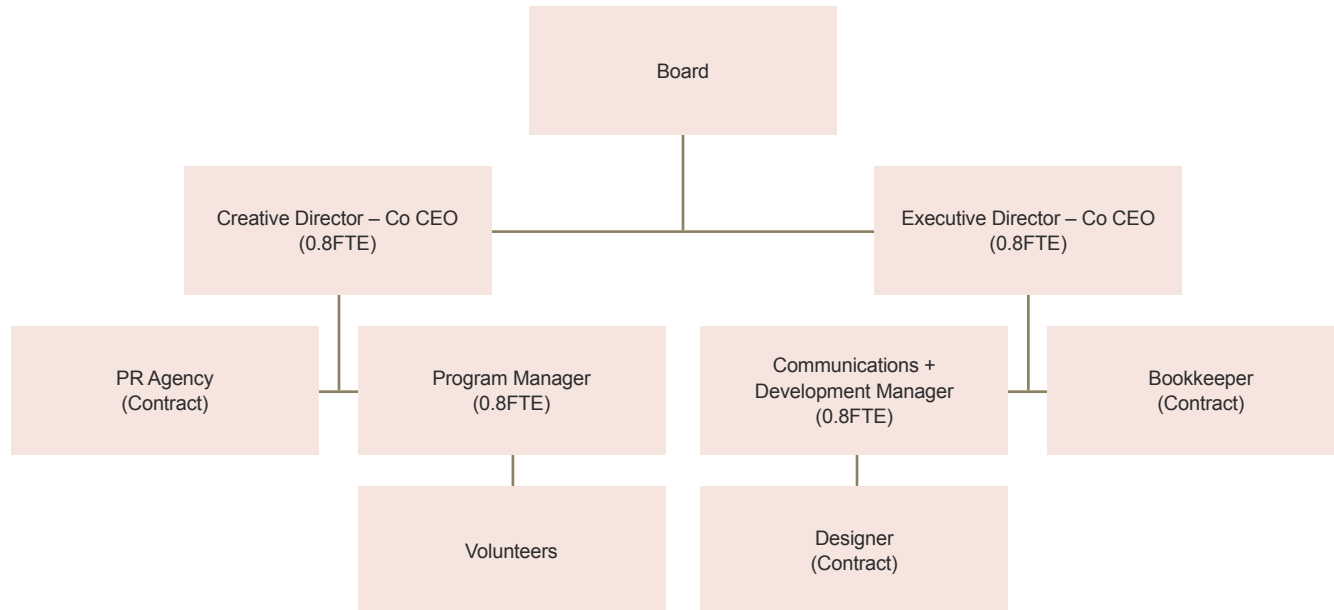
This is an opportunity for an entrepreneurial development professional to contribute to the future of Australian literature by bringing your vision, skills, and expertise to this leadership position.

For further information on Stella visit:  
<https://stella.org.au/>

To view the Stella Supporter Report 2022 visit: <https://stella.org.au/wp-content/uploads/2022/12/Supporter-Report-2022.pdf>



# Structure Chart



# The Role

## Job Title

Executive Director - Co CEO

## Location

Melbourne or Sydney  
The Stella offices are within the State Library of Victoria in Melbourne's CBD. If the candidate needs to be based in Sydney, working arrangements can be discussed.

## Role term

3 year fixed term contract.  
Ideally part time (0.8 FTE)

## Reports to

Stella Board through the Chair

## Direct reports

Communications and Development Manager  
Bookkeeper (contract)

## Key relationships

Board members  
Fundraising Committee  
Creative Director  
Program Manager

## Purpose

With joint responsibility for strategic direction, stakeholder engagement, communications, and operations, Stella's Executive Director and Creative Director will bring sector-specific expertise and networks from the spheres of literature and philanthropy.

The Executive Director is responsible for the leadership of Stella's development and fundraising, ensuring the company demonstrates innovation and a sophisticated donor-focused approach to long-term sustainability. A recognised leader in the philanthropic sector, the Executive Director will ensure the organisation attracts the support needed to deliver significant benefits to Australian women writers.

The Executive Director and Creative Director are jointly responsible for developing and motivating staff, and providing supportive, delegative leadership. The Executive Director oversees the Communications & Development Manager, providing guidance and direction. They also manage contractors and casuals, as needed, and work collaboratively with the Program Manager.

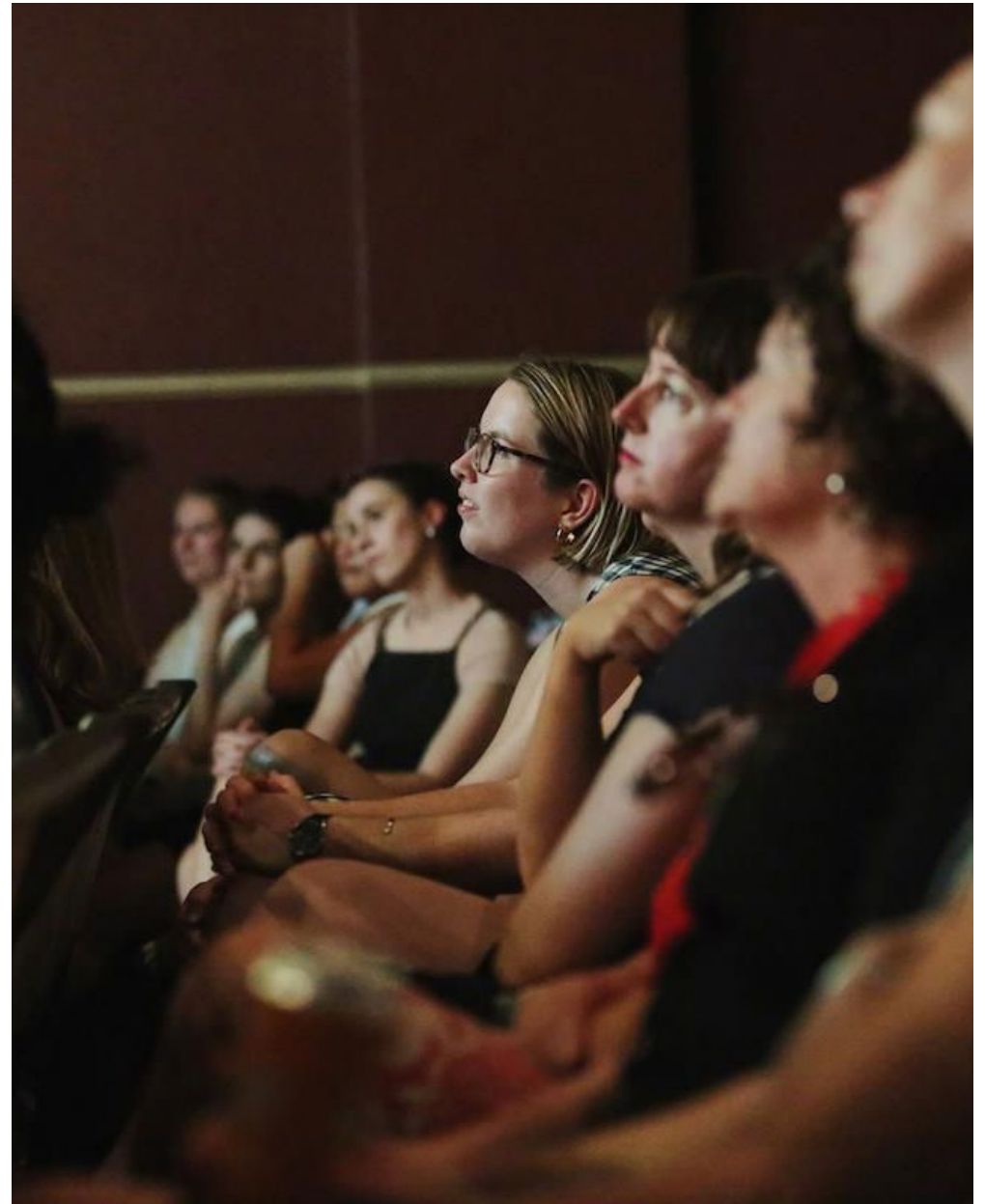




# Key Criteria for Success

*After 12 months in post, the successful candidate will have:*

- Built a robust working relationship with the Creative Director in embedding Stella's new leadership model, ensuring role clarity.
- Established credible working relationships with staff, Board members and other key stakeholders.
- Set KPIs around fundraising activity and, in collaboration with the Creative Director, Stella's communications activity.
- Built relationships with donors, partners and other key external stakeholders to the organisation and started to build a further pipeline of donors.
- Worked closely with the Board and Creative Director to establish and consolidate a clear and sustainable division of governance and operational responsibilities between the Board and staff.
- Increased capacity in the team to take on more of the organisation's financial operations, compliance obligations and board reporting, including management of the endowment fund in collaboration with the Board and Stella's advisors.





# Key Responsibilities

## Strategic Leadership

In collaboration with the Creative Director:

- Develop and implement the three-year strategic plan, including setting goals and strategies.
- Develop and implement annual operational plans, including setting KPIs.
- Be a spokesperson for Stella and represent the organisation nationally and internationally, ensuring a consistent message and voice for Stella.
- Develop strategic partnerships to achieve Stella's goals.

## Stakeholder Engagement

- Maintain Stella's strong reputation and public profile within the community, media, arts, philanthropy and business sectors, and all levels of government.
- Confidently represent and articulate the future of Stella to stakeholders, donors and others.
- Build Stella's national reach and profile through effective relationship building and a deep understanding of donors' motivations and aims.

- Consult regularly with key stakeholder groups including donors, sponsors, Trusts & Foundations, government, & fundraising peers.
- Identify, establish and nurture partnerships across cultural, corporate, and gender equity and advocacy sectors.

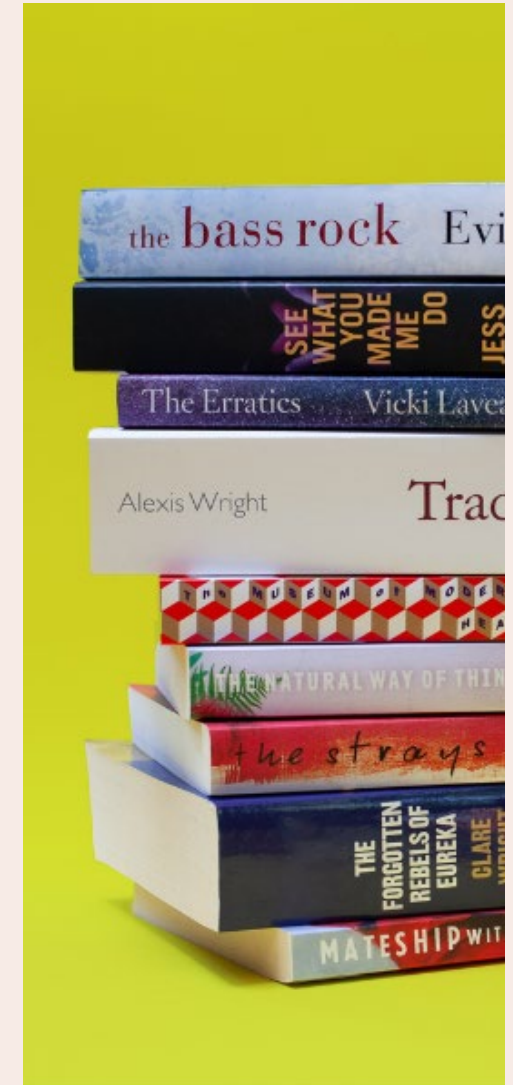
## Fundraising

- Develop and implement a multi-year Fundraising plan that: demonstrates leadership and innovation; builds on Stella's strengths and impact to date; brings donors on the journey; and secures long-term sustainability.
- Lead major gifts: including developing strategies for identifying, soliciting, and stewardship of current and prospective donors.
- Support the Board in securing leadership level gifts, as appropriate, and deliver exceptional stewardship.
- Lead philanthropic grant applications: identify, cultivate, prepare and submit proposals; once successful, follow through with acknowledgement, benefits, and engagement with the support of the Communications & Development Manager.

- Lead corporate and commercial sponsorship (cash and in kind) arrangements: identify, cultivate, prepare and submit proposals; once successful, follow through with acknowledgement, benefits, and engagement with the support of the Communications & Development Manager.
- Lead on government grants and proposals in collaboration with the Creative Director: identify, cultivate, prepare and submit proposals; once successful, follow through with engagement and acquittals with the support of the Communications & Development Manager.
- Lead the efficient administration of all fundraising functions.

## Communications

- Drive Stella's brand positioning in collaboration with the Creative Director.
- Lead on the creation of compelling fundraising campaign materials including the case for support, annual report, donor eNews with the support of the Communications & Development Manager.
- Contribute to general communications materials.



## Governance

- Support the Chair to engage the Board on Stella's strategic priorities, in collaboration with the Creative Director, and provide functional expertise to support effective board decision making.
- Coordinate and support governance processes in collaboration with the Creative Director, including board meetings and strategic planning.
- Report on the progress of the organisation on all matters relevant to the delivery of the Executive Director's responsibilities at board meetings, including updates on operational activity, presentation of management and financial accounts and opportunities, trends, partnerships, significant contracts and proposals.
- Convene and attend - where appropriate - subcommittees and working groups of the Board, including the Fundraising Subcommittee, Audit Risk & Finance Subcommittee and Investment Subcommittee.
- Contribute - where appropriate - to board recruitment, succession planning, and development.

## Financial Management

- Manage expenditure in line with relevant budgets and delegations policy.
- Oversee the financial operations of the company, including payroll and accounts, banking, and annual audit, including liaison with external auditor.
- Regularly engage with the Board Treasurer to inform financial management and governance.
- Monitor and provide operational support to the Board to manage Stella's investment portfolio.

In collaboration with the Creative Director:

- Manage and allocate Stella's resources to promote Stella's commitment to gender equality and cultural change while maintaining financial sustainability.
- Develop Stella's annual budget, including setting income and expenditure levels for key activities.

## Resource Management

- Foster and maintain a company reputation for being a safe, supportive, friendly, energetic and fast-paced workplace.
- Devise and implement for strategies for staff professional development.
- Contract all non-CEO roles.
- Supervise the Communications and Development Manager.

- Supervise contractors and advisors, including legal advisors, bookkeeper, landlord and volunteers.

## Risk Management and compliance

- Maintain and manage risk management processes, with support from the Creative Director and the Board as required.
- Lead on compliance with relevant legislative, regulatory and funder requirements with support from the Creative Director, Secretary and Treasurer as required.

## Other

- Physical Requirements: the physical requirements of this position are consistent with those of a manager in a not-for-profit organisation, including an occasional need to move items such as banners, boxes of books, and small office equipment.
- Stella is an Equal Opportunity Employer and values diversity in the workplace. We encourage applications from women, trans, non-binary and gender-diverse people; First Nations Australians; people with disabilities; and people with diverse cultural backgrounds.







# Person Specification

## Experience and knowledge

### Essential

- Bachelor level degree.
- Strategic leadership experience, ideally gained in a small not for profit environment.
- Experience in reporting to or working with boards and governance.
- Demonstrated experience and evidenced success in soliciting major gifts and philanthropic grants.

### Desirable

- Bachelor level degree in the arts or arts management.
- Experience at the Executive Director level or in general management.
- Experience gained in the arts or cultural sector.

## Skills and abilities

- Proven ability to achieve financial targets through strategic initiatives, programs, and campaigns.
- Ability to build authentic relationships with a variety of stakeholders, extending and strengthening networks through targeted cultivation and stewardship.
- Ability to lead, inspire and mentor a small talented team.

## Attitudes

- Dynamic with an entrepreneurial spirit.
- High level of professionalism
- A strategic and analytical approach.
- Flexible with the ability to adapt to different contexts and environments.
- A collaborative team player.
- High level of integrity, honesty and ethical standards.
- A genuine commitment and passion for gender equality, the arts, and Australian culture.



# Next steps

## Terms

To discuss salary parameters please call **Jocelyn Kelty**, Director or **Judith Marks**, Senior Consultant on +61 2 8218 2185.

## Benefits:

The team enjoys flexible work arrangements, including both remote and in-office days. On remote days, staff may choose to work from the office or another location. A stable internet connection with speeds suitable for video calls is essential.

## How to Apply

### Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Jocelyn Kelty, Director or Judith Marks, Senior Consultant at Richmond Associates.

First interviews with Stella will take place on or around **28 February 2023**, with panel interviews taking place on or around **3 March 2023**.

Closing date for applications is Friday 10 February 2023.

Please send your application to Jocelyn Kelty, Director:

✉ [info@richmond-associates.com](mailto:info@richmond-associates.com)  
☎ +61 2 8218 2185

