

Generating Energy Pty Ltd
Position Description for the General Manager



Introduction

Generating Energy L.L.C. is a trading company that was established in the United Arab Emirates in 2003. The business of the company is to distribute electrical generating equipment throughout the Middle East and Africa.

The Directors of Generating Energy L.L.C. wish to set up operations in Australia, in North Melbourne. The Australian business will be a privately owned limited company named Generating Energy Pty Ltd.

The Directors these companies plan to recruit two fulltime employees being an Import Export Executive and a Sales Representative. In addition the Directors are making an application to sponsor a General Manager due to the shortage of professionals with General Manager capability in Australia.

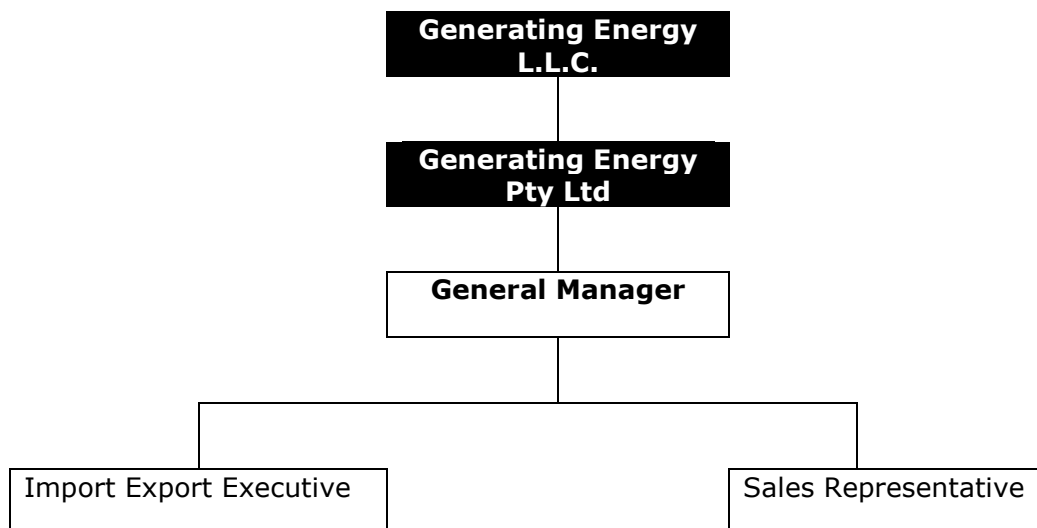
The following table is the personnel plan for the business and displays the costs associated with staffing.

Table: Personnel Plan

Personnel Plan	Year 1	Year 2	Year 3
General Manager	\$100,000	\$103,000	\$106,000
Import Export Executive	\$65,000	\$66,950	\$68,959
Sales Representative	\$55,000	\$56,650	\$58,350
<u>Total People</u>	<u>3</u>	<u>3</u>	<u>3</u>
Total Payroll	\$220,000	\$226,600	\$233,308

The following graph shows the organisational structure of the business. All positions are fulltime.

Chart: Organisational Structure



Position Description

General Manager

The employment of a General Manager is paramount to the success of the business, the General Manager will ensure that the investment is well managed, and that quality staff are being recruited and trained, and that the business is a success. The electrical generation industry is a very competitive industry and the business requires a person with a high level of expertise and experience in every respect.

The General Manager will be required to lead on customer service, marketing, accounting, the type of products that will attract clients, staffing, strategy, work ethic and management techniques that bring out the best in all employees.

Reporting Relationships

The General Manager will report to the Board and will work collaboratively with his or her reports to develop and deliver the businesses objectives in accordance with the Boards approval. The role will have the following reports:

- Import Export Executive
- Sales Representative.

Key Accountabilities and Key Performance Indicators

Leadership and Relationship Management

- Establish the strategic direction of Generating Energy Pty Ltd in collaboration with the Board.
- Manage relationships with key stakeholders including media, industry and business partners.
- Ensure high level governance and manage the organisation's legal affairs.

KPI: Board of Directors to discuss the businesses stakeholder relationships with knowledge of the previous 12 months of operation. An annual review of the Strategic Plan and Business Charter will lead this.

Asset Management

- Lead and oversee the management and maintenance of assets to ensure that the businesses financial success is maximised.
- Work with the Board, and other groups as determined by the Board to development assets at an appropriate rate.
- Be responsible for the financial management of assets.

KPI: An annual review with the Board of Directors to examine the business assets and their proper management.

Financial Management

- The General Manager has a financial delegation of up to \$50,000, and over \$50,000 with a co-signatory.
- The General Manager will oversee budget preparations and manage fiscal performance.
- Develop and implement strategies to increase revenue in existing streams (all commercial streams and development) and investigate and implement new streams.

KPI: Performance measured against annual budget predictions

Annual Operational Plan

- Review the Annual Operational Plan in collaboration with staff to be approved by the Board.
- Collaborate with the relevant staff on the annual program in accordance with the Boards mandate.
- Oversee the contracting and reporting requirements of the business.

KPI: Comparison of actual results against approved annual program. Qualitative discussion with the Board and reports on the business program in relation to the businesses charter.

Human Resource Management

- Lead and manage the work of all staff members to foster a positive, focused and high performing culture in the organisation.

KPI: Staff turnover measured annually and examined against an employee engagement survey.

Brand and Business Development

- Oversee strategies to protect and build the profile and brand of Generating Energy Pty Ltd.
- Oversee strategies to further develop new clients and to increase business.

KPI: Growth in client base measured annually and examined against the client engagement survey.

Experience and Personal Qualities

The Board of Generating Energy Pty Ltd require that the General Manager possess the following:

- The experience and skills to manage a complex \$1 million business and an understanding of working in a senior leadership role.
- High level strategic thinking.
- An acute awareness of the contribution of reports to the business, and an ability to create an environment that enables risk taking.
- An understanding of management and business development.
- Strong leadership skills to inspire, motivate and engage staff, the Board and key stakeholders.
- A proven track record in building stakeholder relations (eg. Government, partners and business clients).
- A proven track record in best practice governance.

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