



NATIONAL FOLK FESTIVAL LTD

ABN: 96 058 761 274

www.folkfestival.org.au

MANAGING DIRECTOR

DUTY STATEMENT (SCHEDULE A TO CONTRACT) & SELECTION CRITERIA

Position Outline

Reports to: Board of Management

Position type: Full time

Duration: 1 year contract (with possibility of extension)

Salary Range: \$90,000 – \$105,000 pa

Remuneration Package: \$90,000 + 9.5% superannuation

National Folk Festival Limited (NFF Ltd) is a limited liability non-profit company formed for the purpose of presenting the annual National Folk Festival (Festival). The Managing Director (MD) reports directly to the Board of Directors of NFF Ltd and is responsible for the delivery of the Festival in accordance with the strategic direction, budget and policies approved by the Board.

The MD leads the Festival Management Team [consisting of the MD, the Artistic Director, the Business Manager, Event Operations Manager, Production Manager, Volunteer Manager, Program administrator, Finance Officer and Stalls Manager]. While members of the Team have their own discrete duties, the Team works flexibly to plan and deliver the Festival which could not occur without the invaluable assistance of other Festival staff, team coordinators (60+) and volunteers (1200+) who together form the broader Folk Festival Team.

The MD has full responsibility for the day-to-day leadership and organisational performance of the Festival. This includes overall accountability for financial, business and risk management, stakeholder and government relations, compliance

and reporting requirements and policy and program development as well as staff management.

The MD is the principal spokesperson for the Festival and represents the Festival in dealings with media, other arts organisations, major stakeholders, government, business and community bodies. While the MD is responsible for the supervision of the Artistic Director the MD does not have a direct role in the selection, engagement or booking of Artists for the Festival.

The MD is an office bearer and an Executive Member of the Board of NFF Ltd, the not-for-profit company with legal responsibility for the event and attends and reports to meetings of the Board, Executive and Board Sub-Committees.

The Duties of the position are set out below and the Selection Criteria, also below, will form the basis on which the successful candidate will be selected. The successful candidate will be appointed on probation until September 2019 and will be confirmed in the position for the term of the contract only if their performance is deemed to be satisfactory and will meet the ongoing needs of the Festival.

This duty statement and selection criteria also form the basis on which the Board will assess performance of the duties by the MD annually.

Duties

Direction and Strategy

- In conjunction with the Board and the Festival Management Team, contribute to the development of the company's strategic vision, mission and goals;
- In conjunction with the Artistic Director and the Festival Management Team develop the artistic vision and direction of the Festival;
- Lead the Management Team in the implementation of strategic directions, establishing strategic objectives and performance indicators in planning and production of the Festival event, including:
 - identification and development of timelines and checklists for the different streams of Festival operations (e.g. artistic program, stalls, ticketing, marketing etc);
 - compliance with all legal requirements.
- Oversee the regular review of organisational policies pertaining to all aspects of Festival operations and consult with staff on proposed changes;

- Take a leadership role in on-site management and implementation of the Emergency Management Plan in conjunction with the Events and Operations Manager.

Financial/Business

- Lead the Festival Management Team in developing and implementing responsible and sustainable financial strategies that focus on
 - diversifying income streams and decreasing costs;
 - delivering the revenue and expenditure targets in agreed budgets;
 - sourcing and actively pursuing appropriate grant funding applications for government and philanthropic support for arts events.
- Work with the Board's Fundraising and Sponsorship committee to explore and develop new sources of revenue including new sponsorships, fundraising and other financially beneficial arrangements with external organisations and individuals.
- Work with the Board's Finance and Audit Committee to review of policies, compliance and risk management issues relating to finance and business operations.
- Take responsibility for ensuring:
 - the sound financial planning and commercial management of the Festival through budgeting and appropriate financial control measures;
 - that budgets for the Festival are realistic and achievable and align with the strategic direction of the Festival;
 - the generation of income and control of costs and expenditure are effectively managed.
- In conjunction with the Business Manager ensure:
 - the Festival's information and communications technology is cost effectively maintained and used, and
 - all necessary and appropriate insurance policies are maintained for the company including any necessary performer PLI insurance cover;
 - all legal requirements are met relating to company finances, workplace health and safety and human resource management;
 - compliance with all reporting requirements to bodies such as the Australian Charities and Not for Profits Commission, (ACNC).
- Oversee the negotiation, management and review of all external contracts (which may be directly negotiated by other members of the Festival Management Team).
- Ensure the completion of reporting requirements for licence fees payable to the Australasian Performing Right Association Limited (APRA) and Australasian Mechanical Copyright Owners Society Limited (AMCOS).

Marketing, Publicity and Public Relations

- Drive, develop and execute the marketing and promotion plan and strategies including the Festival's media profile and advertising schedule.
- Lead the exploration of new ideas, opportunities and innovative strategies to develop and implement the Festival's corporate image, media profile, marketing and publicity strategies in consultation with the Board's Marketing and Communications Committee and the Publicist.
- Represent the Festival at promotional activities including radio and press interviews, industry forums and other networking events.
- Engage in and foster relationships with new and existing Festival stakeholders including government, non-government organisations, national institutions and industry members.
- Work with the Artistic Director and Festival Management Team to
 - Oversee the management of the list of Festival VIPs and Guests and organisation of the VIP function;
 - Oversee the production of Festival publications and marketing materials;
 - Oversee the development of the Festival website and social media.
- Prepare public reports to ensure that Festival communications are in line with Board policies and the overall strategy of the Organisation.
- Subject to budget allocation and Board approval attend Folk Alliance Australia events and other festivals in Australia to promote the national Folk Festival and develop a strong network with the Festival community.

Communication

- Communicate regularly and maintain active communication with EPIC or other site management organisations about delivery of the event.
- Report regularly to the Board through monthly reports, (for current requirements see Attachment A), and other times as required.
- Chair regular staff meetings and follow-up on resulting actions.
- Be responsible for clearing all written communication on behalf of the organisation unless otherwise directed by the Board or the Executive.

Other

- Support the operations of the Board, and
- Other duties as directed by the Board.

Selection Criteria

We are looking for someone with:

1. Demonstrated experience and knowledge of, the National Folk Festival and its long-term reputation and sustainability within the diverse folk community combined with demonstrated experience in event management and preferably in events dedicated to the folk arts, folk life, folk music and folk dance.
2. Demonstrated strategic leadership skills in successfully leading a small team, to explore opportunities and innovative strategies in an established arts event environment.
3. Demonstrated strong business and financial skills and knowledge of company operations with a focus on delivering innovative solutions for building and diversifying the Festival's income streams while ensuring legal and financial compliance.
4. Demonstrated highly developed representational and lobbying skills, and significant experience with successful sponsorship and fundraising.
5. Demonstrated skills in liaising, developing and nurturing productive working relationships with a wide variety of political, social and commercial stakeholders including staff, board, volunteers and prospective sponsors and donors.
6. Demonstrated skills in strategic planning and risk management preferably in an arts event management context.
7. Highly developed oral and written communication skills with developed networking, negotiation and collaboration skills and the ability to act as principal spokesperson for the Festival in dealings with media.

Profile

Leadership

Demonstrate a commitment to organisational priorities and values, take personal responsibility, delegate appropriately, adhere to organisational policies and procedures and uphold confidential information.

People management & team work

Approach all staff, volunteers and contractors with respect and consideration, collaborate effectively, and encourage continuous learning.

Problem solving & decision-making

Embrace flexibility and lateral thinking, facilitate solutions and make decisions based on an understanding of the relevant issues, factual information, legislative requirements and logical assumptions.

Influencing

Seek to secure support and commitment from colleagues through the clear articulation of ideas and opinions and open dialogue, supported where possible by factual information.

Communication

Actively contribute to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes.

Customer service

Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and deliver as agreed.

Important advice for candidates:

Ensure that you have read and understand the Position Outline. Further background about the Festival, including its 2017-18 Annual and Financial Reports, is available on the Festival website.

The position is based in Canberra, ACT.

Applicants should provide the following as part of their applications:

1. Claims against each selection criterion. Please be as concise as possible and provide concrete examples where feasible.
2. A current resume including contact details.

3. Details of 3 referees who will be able to support your claims.

Applications should be submitted via email to: **board@folkfestival.org.au**

Any enquiries regarding the position can be made by emailing us with a contact phone number to board@folkfestival.org.au.

Applications close Wednesday April 24th.

It is the intention of the NFF to interview candidates during the week 6 – 10 May. Please ensure that your referees are available during that period for phone interviews. If they are not available in this week, please ask them to provide a written reference or suggest alternative referees.

The successful candidate should ideally be able to start in June and it is desirable that they attend the Festival on 18-22 April 2019.