

## Position Description - Artistic Director

**Position:** Artistic Director

**Reports to:** Managing Director

### Position Outline:

The National Folk Festival Limited (NFF Ltd) is a company limited by guarantee formed for the purpose of presenting the annual National Folk Festival (Festival). The National Folk Festival has been Australia's Home and Heart of Folk for over 50 years.

The Artistic Director (AD), in consultation with the Managing Director (MD) is responsible for developing an artistic vision for the Festival. The AD is also responsible for developing and overseeing a Festival program that embraces innovation while maintaining the Festival's core values.

The AD undertakes the selection, engagement and booking of the artists for the Festival.

The AD has a key role in the Festival Team. While members of the Team have their own discrete duties, the Team works collegially to plan and deliver the Festival with the invaluable assistance of other Festival personnel, contractors and volunteers.

The AD is responsible for the development of a high quality artistic program showcasing the diversity of the folk arts with a strong cultural identity, a considered balance between: traditional, contemporary folk material; culturally diverse and Indigenous material; interactive/participative and non-participative activities; and, Australian and overseas performers, that could include music, song, film, children, youth, dance, spoken word, folk life, emerging artists and other program material.

The AD will have a broad understanding of the nature of the NFF community and what makes it unique, will be a passionate advocate for the folk arts in all their diverse forms and, have a strong commitment to working with the wider folk and like-minded communities to bring folk to the widest possible audience.

It is a requirement of the position that the AD be available to work the annual Easter long weekend and associated period of set up and pack up pre and post Festival.

The duties of the position set out below will form the basis on which the MD will assess performance in the position annually by the end of May.

- Develop an Artistic Vision and direction in consultation with the MD for approval by the Board.
- Take responsibility for the creation and delivery of all aspects of the NFF's Artistic program including curation, planning, organisation, direction, and administration and, provide creative and curatorial leadership in the achievement of the Artistic Vision.
- Oversee the performer application and selection process.
- Seek out identified program needs including appropriate headline artists and/or special attractions unique to the Festival, especially in regard to cultural diversity.
- Provide progress reports on the Festival program to the MD, to form part of the monthly report to Board between August and the Festival each year. AD to attend the meeting to brief the Board as required.

- Liaise with relevant staff in the regular updating and compiling of necessary artistic content on the Festival's website.
- Participate in the planning of other events which may be undertaken throughout the year in accordance with the Strategic Plan.
- Liaise and negotiate with national institutions and other external organisations in matters relating to the artistic direction of the Festival.
- In consultation with the MD and the National Library of Australia participate in the selection, administration and the organisation of the National Folk Fellowship.
- Liaise with the Event Operations Manager to ensure stages and sound crews meet technical requirements for the effective and efficient delivery of the Artistic Program.

### Business

- In consultation with the MD develop and manage budgets associated with performer and other artistic related costs.
- Within the allocated budget, negotiate with performers/acts and prepare contracts for the Festival, and any outreach or additional programs.

### Administrative

- Manage the online performer management system, including data entry and maintenance of data integrity
- Efficiently manage performer-related communications and where necessary, visa requirements
- Ensure the timely coordination and delivery of artists' stage plans and tech riders to Festival sound crews and Venue management for each concert stage
- Ensure all act representatives receive and sign off on the work health and safety induction for artists;
- Collect, collate and submit artists returns for APRA
- In consultation with the MD identify relevant funding bodies and, as required, assist in the preparation of grant applications for funds to assist with the development of the artistic program;
- Apply for licence with and complete relevant paperwork for the Australian Performing Rights Association (APRA);
- Liaise with the Managing Director in relation to any necessary artists' insurance cover;
- Liaise with relevant volunteers in the organisation of schedules and planning related to the on-site delivery of the artistic program.

### Marketing and Publicity

- In consultation with the MD ensure the development and implementation of marketing and promotion for the Artistic components of the NFF align with and reflect the NFF Brand and current marketing strategies.
- Provide information and material to ensure the accurate and timely delivery of content for the, the online program grid, Festival App and other relevant media;
- Provide information and material in a timely manner to market the Festival and its Artistic Program as required;
- Undertake media interviews associated with the Festival's artistic direction and content;
- Participate as a member of the Board's Marketing and Communications Committee to ensure best avenues for headline artists' and Festival program promotion.

## General

- Work collaboratively with all members of the Festival Team, ensure effective communication and attend all relevant meetings
- Develop and maintain effective relationships with all authorities, ACT Government representatives, organisations, suppliers, contractors, staff, and other key stakeholders relevant to duties
- Independently and or/with relevant members of the Festival Team, attend Festival site visits, planning meetings and information briefings
- Contribute to post-Festival review of practices in relation to the artistic program
- Develop and implement goals and objectives relevant to your duties that reflect the mission and Strategic Plan approved by the Board
- Identify and develop timelines and checklists for the different streams of festival operations relevant to duties
- Attend regular staff meetings and follow-up requested actions
- Troubleshoot and solve problems, in any Festival related area relevant to duties, as necessary
- Provide professional and relevant advice to the Festival team members, as necessary
- Identify and develop written policies relevant to your duties and documentation explaining how you carry out your duties so that in the event that you were to cease to be an employee, there are records to enable another person to know how to carry out these duties
- Other reasonable duties as directed by the Managing Director.

### **Selection Criteria:**

- Minimum of 5 years' experience curating and/or programming a Folk Festival or Folk event
- Deep understanding of traditional and contemporary Folk genres and the value they bring to a folk Festival
- Strong understanding and experience programming a Festival that is closely aligned to the Festival's marketing strategy
- Strong networks in the Australian folk performance community
- Experience managing a budget, including producing monthly reports
- Experience in the management and administration of performer contracts, performer fees and performer accommodation
- IT skills including experience managing a performer database