



Position Description

Position: Festival Director

Location: HOTA, Home of the Arts

Remuneration: \$80,000 plus super and bonus structure

Date prepared: 8 October 2020

Position Purpose: To deliver the artistic vision of the Gold Coast Film Fantastic

Reports to: the Board of Gold Coast Film Fantastic

Roles Reporting to: Year-round: Festival Coordinator, part-year: Marketing Coordinator, plus contractors, interns and volunteers

Key relationships / interactions: Funding agencies/bodies, sponsors, QLD and national screen industry

This position description represents the Employee's role and responsibilities, however flexibility to adapt to any changes should be considered a key requirement of working at Gold Coast Film Fantastic.

Key Responsibilities and Duties:

The work to be performed by the Employee includes all services generally performed by a Festival Director in relation to the Festival, including, but not limited to the following:

Strategic Management

- Maintenance and delivery of a business/strategic plan which facilitates the artistic vision of the Festival.

Funding and Sponsorship

- Develop and manage relationships with funding agencies, apply for funding, manage deliverables in funding contracts and acquit funding.
- Identify new funding opportunities, manage existing sponsor relationships, develop new sponsor proposals and deliver sponsorship arrangements which maximise cash and in-kind support
- Develop and nurture in-kind and promotional partnerships with industry bodies and media outlets

Event Management

- Develop a program of screenings and events year-round to maintain the Festival's audience connection and support the local screen industry
- Develop the plan for the annual Festival, including developing the program of events
- Develop a detailed budget for the Festival
- Manage the delivery of the festival including scheduling, programming, ticketing, marketing and human resources
- Develop and oversee risk assessments and planning for the festival and festival events
- Oversee and ensure compliance with the Company Policy by all volunteers, third-party contractors, venues, suppliers and other third-parties whose compliance is required in accordance with the Company Policy or by law.

- Provide detail of the considerations of programming choices that will align with the Festival's purpose, align with the festivals values and align with revenue projections and/or cultural policy

Marketing

- Develop, implement and manage a comprehensive marketing and public relations strategy for the festival
- Create, write, edit and/or distribute a wide range of marketing materials including website, social media, e-newsletters, signage, paid advertising
- Be the public face for the festival, including speaking at festival events and performing media interviews to promote the festival
- Represent the Gold Coast Film Festival at external industry specific events, seeking to speak / contribute to each event to grow the Gold Coast Film Festival's local, domestic and international profile.

Team Management

- Line manage one year round employee and coordinate a team of contractors and fixed term employees to deliver the festival
- Source and procure for the Company team members who have the skills and appropriate cultural attitude fit.

Reporting & Admin

- Provide Festival Director report at monthly Board meetings including detail on: budget, programming, HR, meetings, items for board discussion / approval / notice.
- Attend all meetings as requested and called by the Company and any of its sub-committees.
- Maintain appropriate records
- All administrative duties pertaining to the execution of the role
- Such other tasks as the Festival and the Company may reasonably require from time to time to ensure that the Festival is a cultural and financial success and adheres to and satisfies all successful grant applications.

The Employee may be requested to perform such other duties, within their skill set as the Company may determine from time to time.