



## Position Description: Executive Director

Job title	Executive Director
Role type	Full-time, 3 year fixed term
Reporting to	EWF Chair and Board of Directors
Direct reports	Operations Manager, Marketing & Publicity Coordinator, Festival contractors & volunteers
Lateral relationships	Artistic Director, external stakeholders, The Wheeler Centre resident organisations

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### About EWF

The Emerging Writers' Festival (EWF) is one of Australia's most established and well-respected literary festivals. The artistic mission and vision of EWF is now more clearly defined than ever: to develop, nurture and promote Australia's new writing talent, creating platforms for connecting writing communities and their audiences. EWF continues to have two distinct underlying artistic programming streams: to provide opportunities for emerging writers to develop professionally; and to support emerging writers to engage new and larger audiences. These streams are reflected in an annual program of events for emerging writers, editors, publishers, literary professionals and members of the broader reading and writing community.

### About the Role

The Executive Director is responsible for leading EWF's operations, overseeing the logistics, finances, human resources, governance and day-to-day management of the organisation. The role works collaboratively with the Artistic Director to implement the organisation's strategic plan, maintaining best practice processes to deliver EWF's suite of artistic programs. The Executive Director oversees all aspects of the festival planning process, designing and implementing detailed project management plans and timelines. They will play a key role in maintaining the organisation's strong financial position through the disciplined management of budgets and will take the lead in developing the organisation's marketing and development strategies to diversify income streams and ensure the organisation's sustainability. They are responsible for ensuring EWF remains an inclusive, safe and fun place to work for all staff, contractors and volunteers.

This is a rare opportunity for an emerging arts leader to develop their skills at an executive level and gain experience managing one of Australia's premier literary festivals. The role would suit an ambitious all-rounder with experience in delivering artistic events and festivals looking to take the next step in their career. Management experience in an arts context is desirable, however enthusiasm and passion for who we are and what we do is a must.

# Key role responsibilities

## Program delivery

- In conjunction with the Board and the Artistic Director, implement the organisation's strategic direction in line with EWF's mission and values.
- Work closely with the Artistic Director on the overall planning and staging of EWF programs and other events e.g. the Digital Writers' Festival and interstate events
- Coordinate and publish the EWF timeline and annual calendar of programs / partner events.
- In conjunction with the Artistic Director, evaluate all EWF events including conducting an annual survey and ongoing feedback from artists, Board and attendees.

## Management – general

- Manage all aspects of the day-to-day operations of EWF, its people, systems and oversee the delivery of its programs/events.
- Ensure EWF's policies and procedures are adhered to in all activities with all staff and artists.
- Monitor the logistics of EWF programs/events, including purchasing materials and hiring technical equipment as needed, on a transparent and value-for-money basis.
- Oversee the creation and implementation of all logistic risk management plans for EWF programs/events.
- Establish and maintain a good working relationship with the management and other residents of The Wheeler Centre.
- Supervise all EWF databases and administrative processes.

## Management – budgeting and financial

- Oversee the development of the financial framework for EWF in conjunction with the Artistic Director and Treasurer i.e. the budgeting of administrative, artistic and technical areas of EWF for sign off by the Board.
- Monitor the annual budget and project budgets of EWF, in consultation with the Treasurer.
- Oversee all EWF ticketing systems including coordinating the sourcing of online ticketing options and overseeing all on-site ticketing.
- Oversee sales and distribution of EWF's merchandise as appropriate.
- Manage advertising for EWF and related publications, including identifying opportunities and securing minimum advertising levels for programs / events.
- Responsible for all cash taken during programs / events, including counting and banking.

## People management

- In conjunction with Artistic Director, oversee the appointment of all contractors and volunteers as required by overseeing role advertising, selection and onboarding.
- Create role descriptions, employment contracts and letters of offer for all contractors (paid and volunteer) as well as artistic personnel.
- Oversee the management of all contractors and report any issues immediately to the Board.
- Ensure regular EWF staff meetings and other communications are arranged on an ongoing basis.
- Organise debrief meetings/evaluation processes at the conclusion of EWF programs/events.

## Development

- In collaboration with Artistic Director and Board members, coordinate and identify fundraising/ sponsorship programs/grant opportunities, preparation of grant applications and major sponsorship proposals.
- Manage contracts, and management of funding agreements.
- In collaboration with Artistic Director and Board members, manage and maintain relationships with current and potential sponsors and other partners.
- Undertake acquittals on time and to the standard expected.

## Marketing and promotion

- Be responsible for all marketing and promotional activity for EWF, working closely with contractors and marketing staff.
- Oversee the development of the Marketing & Communications strategy for annual festival.
- Oversee and appoint on behalf of EWF, all outside promotional contractors, including designers, photographers and promotional distributors on a transparent and value-for-money basis.
- Develop ongoing strategies and partnerships for the benefit of future marketing and promotion.
- Oversee production of printed promotional material, advertising placement, photographic and other Festival documentation.
- Collect, coordinate and document all audience and ticket sales statistics.
- Represent EWF as required for media outlets, sponsors, partner organisations and industry bodies (this may include attending events outside of normal office hours).

## Board reporting and liaison

- Prepare written reports for monthly EWF Board meetings.
- Attend monthly Board meetings and strategic planning sessions.
- Contribute to Board subcommittees as requested.
- Prepare jointly with the Artistic Director a report at the end of each Festival/program detailing activities and strategic partnerships, including recommendations for the Festival/program's future and promotional material for archival purposes.
- Liaise with the Board Chair outside of Board meetings on issues that require immediate attention or resolution.
- Report, as requested, to the Board Chair on the operational progress of EWF.
- Work closely with the Treasurer of the Festival – and any bookkeepers, auditors and other financial advisors – to ensure the financial health of EWF.

## **Key Selection Criteria**

The Executive Director will need to demonstrate:

- A passion for the work of EWF and a keen interest in the organisation's target audience and mission;
- Experience delivering artistic programs/events with demonstrated high-level project management and problem-solving skills;
- Proven capability for the disciplined management of finances with experience in the development and implementation of budgets and budget processes;

- Highly-developed people management, leadership and teamwork skills, with demonstrated experience in leading a team;
- Demonstrated capability for managing relationships with stakeholders, including identifying, securing and maintaining partnerships and philanthropic relationships;
- A detailed understanding of marketing and publicity strategies with experience delivering promotional campaigns with a limited budget;
- Demonstrated ability to think strategically to achieve goals with a commitment to long-term planning and vision.

The Executive Director should also demonstrate the following personal characteristics:

- High energy, drive and resilience;
- Natural and authentic leader – highly ethical, assured in all environments, poised and inspiring;
- Good listener, reflective and self-aware;
- Innately inclusive, creating a trusting and safe work environment; and
- Curious and optimistic about the future.

## Conditions

- The Executive Director will be employed by the Emerging Writers' Festival and will work from the Festival office at the Wheeler Centre in Melbourne and on-site where appropriate.
- Extra work, including on-site and out-of-hours, will be required during festival periods and at key points throughout the year.
- The remuneration for this position is \$56,155 per annum plus 9.5% superannuation.
- EWF is committed to maintaining a flexible working environment; while this is a full-time position actual hours worked can be negotiated with the Board.
- EWF strives to create a culture of ongoing learning and improvement and encourages all staff to undertake a self-led professional development program to further their skills and knowledge.

## How to Apply

- Only applications that address the Key Selection Criteria will be considered.
- Applicants must submit a statement of no more than three pages addressing the key selection criteria, together with a CV and cover letter outlining why you'd like the job and how you demonstrate the personal characteristics outlined above. This must be submitted in one document (word or PDF) with your surname as the file name.
- Please submit your application to [chair@emergingwritersfestival.org.au](mailto:chair@emergingwritersfestival.org.au) with the subject APPLICATION: Executive Director
- Applications close 10am Monday 14 January, 2019. Late applications will not be accepted.
- We encourage applicants to speak to the EWF Chair, Craig Semple, on (03) 8656 3349 if they have any questions about the role.

EWF is an equal opportunity employer and provides a safe and inclusive space for all of its staff and stakeholders. Aboriginal and Torres Strait Islander people, people with disability, LGBTIQ+ people and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.