

INTERNATIONAL YOUTH ARTS FESTIVAL DIRECTOR

JOB DESCRIPTION

Objectives of the role:

- To be responsible for the artistic development, planning, programming and event delivery of the annual International Youth Arts Festival in Kingston upon Thames.
- To work closely with the CEO, and other team members, to ensure the successful creative and business delivery of the Festival.
- To ensure the Festival is delivered in conjunction with Creative Youth's overriding objectives and values.
- Contribute to fostering a culture of entrepreneurship, innovation and creativity.
- Contribute to building constructive relationships with Creative Youth's stakeholders.

Reporting structure:

Reports to: Chief Executive, Creative Youth

Line Manages: Production Manager, IYAF
Programme Manager, IYAF
Events and Projects Manager, IYAF
Volunteer Manager, IYAF
Hub Manager, IYAF

Works with: Board
CEO
Young Creatives
Marketing Director, CY and IYAF
Marketing Manager/Press, CY and IYAF
Operations & Finance Manager
Work Experience Coordinator
Interns/work experience
Other IYAF staff

Key tasks and duties:

Artistic development, planning and programming

Develop the Festival's creative ambitions in consultation, and agreement, with the Board, CEO and our panel of Young Creatives
Actively seek, curate and programme high quality content for the Festival (local, regional, national and international) in line with CY/IYAF's objectives
Draft and oversee the Festival Project Management plan
Oversee the management of the application programming process
Create participatory/interactive projects and workshops as part of the Festival
Seek to develop strategic career pathways for young artists/companies entering the profession as part of the Festival

Engage young people, including interns and volunteers, to deliver projects as part of the Festival
Liaise and communicate effectively with all artists and participants
Ensure the openness and accessibility of the Festival to participants and audiences from all walks of life
Attend Trustee Board meetings to report on the Festival as required

Organisation, Management and staffing

Support the CEO, and other key staff, in mentoring and monitoring interns, work experience and other trainees
Review all Festival contracts (partners, artists and IYAF staffing) with the CEO and Finance Manager and implement
Recruit and line manage dedicated IYAF staff as necessary
Review with the CEO staff performance and support
Liaise with the Production Manager to ensure the safe and smooth technical and production running of the Festival
Liaise with the Events and Projects Manager to ensure successful and timely delivery on all the key events and other bespoke artistic activities that are programmed.
Ensure, in consultation with the CEO, that appropriate licencing is obtained for all aspects of the Festival's delivery (including Safeguarding, Council event licencing etc)
Ensure that IYAF provides VISA and other support for all international artists
Ensure, in conjunction with the CEO and Marketing Director, that appropriate evaluation and monitoring of the Festival takes place (audiences, participants, stakeholders..)
Write Festival reports and undertake debriefs with appropriate stakeholders
Develop policies and procedures to improve the environmental sustainability of the Festival

Financial/Fundraising

Work with the CEO/Board on Festival Budget planning
Manage and monitor budget income and expenditure in line with expectations
To ensure revenues from box office income achieve or exceed budgeted revenues
Liaise with artists and participants on financial deals as part of their contracts in consultation and agreement with the CEO
Work closely with the CEO, Finance Manager and fundraiser to identify and realise additional income sources
Contribute and input into any fundraising applications as necessary

Marketing, Communication and PR

Feed into the design and production of the Festival brochure
Work alongside the Marketing Director to market and promote the Festival, locally, regionally, nationally and internationally
Develop, with the Marketing Director, strategic ways to increase audience numbers

Develop IYAF as a spring-board for participating companies for other festivals e.g. Edinburgh Fringe
Speak in public, attend key networking events and be the “artistic face” of the Festival

Relationship/Stakeholder Development

Proactively engage with other youth festivals and young people’s creative projects, and the wider creative industries, to ensure the Festival remains cutting edge and relevant

Proactively build a network of contacts within the arts and youth arts sector

Engage with local schools and community groups and be the main point of contact for their feedback

Engage with stakeholders to foster their engagement, understanding and involvement

Engage and manage the relationship with the venues and other key stakeholders in conjunction with the CEO including Brighton Fringe, Royal Borough of Kingston University, Kingston College, Rose Theatre..

Other

Feed into Creative Youth’s artistic objectives and plans/projects as required

To comply with all aspects of CY’s policies and procedures and feed into their development as necessary (eg. health and safety, child protection)

To undertake a Safeguarding course and be knowledgeable of the latest legislation on child protection

To be the main licence holder for the Festival’s activity

Other duties that may be required to ensure successful and efficient delivery of the Festival

Skills, Knowledge and Experience Required

- Experience and knowledge working in an arts and young people context: particularly an understanding of youth arts and the challenges in the sector
- Experience of producing, programming and/or project ideas and delivery for, or by, young people
- Experience of working in cross artforms
- Experience in supervising and line managing staff
- Experience of working with volunteers and an understanding of the challenges involved with volunteer management
- Strong communication skills (verbal and written)
- Budgetary skills
- A knowledge of the funding landscape for arts and young people
- Required to hold an up to date and compliant DBS check

Skills, Knowledge and Experience Desired

- Knowledge of the arts in Kingston upon Thames
- Experience in large scale event management and/or of a Festival
- Experience working in a young people’s creative learning and participatory environment
- An awareness and knowledge of international arts and young people’s practice

- Experience/understanding of marketing to young audiences
- Experience in overseeing the creation of print/digital design
- An awareness of the UK's political landscape and key issues affecting young people

Key attributes

- An enthusiasm and passion to nurture and support young people in the development of their talent and careers
- A cool-headed temperament and ability to confidently multi-task, problem solve and prioritise
- A people person and team player
- Motivated and a “driver” for moving things forward