



# **CANDIDATE'S PACK**

## **CHIEF EXECUTIVE OFFICER NATIONAL ARTS FESTIVAL & GRAHAMSTOWN FOUNDATION**



Grahamstown  
Foundation



national  
arts  
festival



<b>Job title</b>	Chief Executive Officer (CEO)
<b>Reporting to</b>	Board
<b>Direct Reports</b>	Operations Director Admin Manager Project Support Director Artistic Director Science Education and Community Manager
<b>Job Location</b>	Makhanda (Grahamstown)
<b>Salary</b>	A market related salary will be negotiated with the successful candidate
<b>Start date</b>	It is hoped that the successful candidate would commence employment as soon as possible, but no later than 1 January 2020.

In 1974 the first National Arts Festival was staged, under the auspices of the then 1820 Settlers Foundation. In its 45 year history it has evolved as an event and has established its place within the broad Arts landscape in South Africa. Today it is one of the country's flagship events and it has expanded far beyond the initial concept of a single annual Festival, stretching its capability into new projects and ventures. The 1820 Settlers Foundation meanwhile has become the Grahamstown Foundation, with a broader mandate to foster and promote understanding through the arts, and to develop our society through education.

Now the Boards of these two organisations are seeking to appoint a joint Chief Executive Officer (CEO) to lead the Companies through the next stage of their journey. The CEO will be responsible for all aspects of operations, and will lead a team of about 30 full time staff members to fulfill the shared mission, currently articulated as follows:

“ *We help build a better South Africa and world by creating entertaining and engaging experiences for discovery, learning, understanding, reflection and inspiration.  
We create authentic and transformative learning experiences.  
We create spaces where people connect, encounter, share and interact with each other.  
We introduce people to each other.  
Imagination, diversity and empathy sustain us.  
We give people opportunities to celebrate and share our unique and interacting cultures, languages, and means of expression.  
We inspire and facilitate an appreciation for deep, critical, imaginative and creative thinking and expression through the arts and learning opportunities.* ”

(The Companies' Joint Strategic Planning Process is currently mid-stream and the new CEO would be expected to actively participate in and lead the process of refining the above positioning and mapping out the journey ahead.)



## FLAGSHIP PROJECTS

The Company is best known for producing the annual 11-day National Arts Festival in Makhanda (formerly Grahamstown). Since 1974 the Festival has been a platform for creative expression, spanning all genres, giving thousands of artists and tens of thousands of audience members an opportunity each year to experience the “bubble of AMAZING” that transforms the City. Apart from being a cornerstone of the cultural life of South Africa, the Festival has a significant economic impact on its host City and Province.

The Company also runs a number of other projects, some under contract to the Grahamstown Foundation. These include Scifest Africa (a week-long science festival in Makhanda), English Olympiad, National Schools Festival, Cape Town Fringe, and Cape Town Buskers Festival. It is currently planning the first Fringe Festival in the Pan Arabian Peninsula, the Sharjah Fringe, which will be staged in the UAE in January 2020, and has numerous other projects and initiatives at various stages of implementation.

It also has a deep commitment to the City of Makhanda, evident through the Creative City partnership it has spearheaded with the Municipality over the years. Local projects include an annual Masicule concert, the management of the iconic Monument building, running a weekly community cinema, and other initiatives. It plays an active and ongoing role in the civic life of the City and has numerous partnerships and relationships in place with local stakeholders.

## DUAL ROLE

The CEO plays a dual role, serving also as the CEO of the Grahamstown Foundation. This role requires ongoing management of the affairs of the Foundation and, primarily, the maintenance and management of the Monument building and development of the conferencing business in the Monument.

## JOB OVERVIEW

- The CEO is accountable for ensuring delivery of strategic outcomes identified jointly with the Board of Directors.
- The CEO shall be accountable for all aspects of the running of the business according to an agreed plan, and shall develop and manage an organogram and deploy resources as necessary to successfully achieve the Company's objectives.
- The CEO shall be the primary spokesperson and brand custodian for the Company.
- The CEO shall ensure the implementation of all policies and practices as laid out by the Board from time to time.

*The annual Masicule concert*



*The Black Power station*



## KEY PERFORMANCE AREAS:

The CEO role encompasses a wide range of activities and projects which need to be delivered, together with the Company's staff. The CEO will be required to:

Key Performance Area	Tasks
Lead the process of developing the Company's strategy in line with the Company's stated Vision and Mission	In consultation with the Board, formulate a 5-year strategic plan for the Company that aligns with the Vision and mission articulated in the Company's Memorandum of Incorporation.
Developing a business plan to ensure delivery of the strategy	Identify the key areas of delivery of the strategy
	Identify, in consultation with the Exco and management team, specific projects and programmes that align with the Company's strategic objectives
	Formulate a business plan for the projects and programmes, including a resource plan and budget
Take accountability for the implementation of the strategy and leading the Festival team	Delegate responsibility for the fulfillment of aspects of the Business Plan to members of the Management Team
	Monitor the progress of each project or programme to ensure successful delivery
Seeking out new opportunities, aligned with the Company's overall strategy. Developing business plans, budgets and human resources required for new projects and programmes	Identify, on an ongoing basis, new opportunities for both new projects and opportunities for collaboration, partnership, and sponsorship generation.
	Develop business cases for new projects, drawing on the expertise of the team to conceptualise and implement innovative projects that help the Company achieve its Mission.
Identifying, contracting with and managing all stakeholders and funders	Manage Festival funders, entering into agreements for both specific projects and support for the Festival as a whole
	Ensure compliance with funding agreements
	Identify and pursue new funding and partnership opportunities that align with the Company's strategic plan
Ensuring Company compliance with all legislation, regulations, industry codes and stipulations of specific funders and investors.	Develop an understanding of all governance requirements and reporting requirements, and oversee accurate compliance.
Ensure that the finances of both the National Arts Festival and Grahamstown Foundation are managed on a sustainable basis.	Develop, implement and monitor cash flow forecasts, budgets and reporting mechanisms.
Take responsibility for the Strategic Marketing Plan of the Company and conceptualise and direct the Marketing plan.	Act as primary custodian of the Festival brand, and those of the various projects for which it is accountable
	Working with the team and outside suppliers ensure a brand strategy is articulated and implemented
Ensure the maintenance and development of the Company's key fixed assets – the Monument and Power Station buildings – and develop and implement plans to utilize them toward the Company's strategic purpose.	Identify opportunities to utilize the assets in the furtherance of the aims of the Company, and implement plans and partnerships to realise those opportunities

## BOARD INTERACTION

The CEO serves as an Executive Director of the Company and as its Company Secretary. In this capacity they:

- Convene and attend all Board and Exco meetings
- Prepare full reports for Board and Exco, including status reports; stakeholder dashboards; management accounts and risk analysis and mitigation reports.



## PERSONAL ATTRIBUTES

A successful CEO will have the following skills, experience and attributes:

- They should be passionate about the Arts
- They will have 10-15 years experience working in a senior leadership role in the arts sector or a related industry
- They will have experience in financial management, cash flow forecasting, budgeting, planning and reporting.
- They should be an experienced strategist and marketer
- They will have experience dealing with key funders and potential sponsors/ partners in the South African context – both public entities such as the Department of Sports, Arts and Culture, the National Lotteries Commission and Provincial Government; and private funders and sponsors of the arts.
- They should be energetic and be prepared to work long hours, and travel extensively
- They should have proven experience of managing a medium sized team (<50 people)
- They should be comfortable working on both a strategic and operational level as required
- They should be articulate and an excellent communicator.
- They need to be extremely comfortable working with the Media

## APPLICATIONS

To be considered for this role, applicants need to:

- Submit a covering letter of no more than two pages in which they outline a vision for the National Arts Festival and considers the evolving role it plays in the South African arts landscape. It should also highlight the applicant's personal attributes and experience that make them suited for the role
- Prepare a CV outlining present and past work experience, all educational qualifications, and the contact details of three references. At least one of these references needs to be from a current or previous employer. References will only be contacted after the first interview.
- Shortlisted candidates will be required to give consent to background reference and criminal checks and will be required to undergo psychometric testing.
- The above documentation needs to be sent by email to [CEOVacancy@nationalartsfestival.co.za](mailto:CEOVacancy@nationalartsfestival.co.za) and should reach us no later than 5pm on 31 August 2019. Late applications will not be considered.

Candidates selected for a preliminary interview will be contacted in the course of September.

## CURRENT NATIONAL ARTS FESTIVAL/ GRAHAMSTOWN FOUNDATION PROJECTS

National Arts Festival  
Scifest Africa  
Cape Town Fringe (\*)  
Cape Town Buskers Festival (\*)  
Sharjah Fringe Festival  
National Schools Festival  
Regional Schools Festivals  
English Olympiad  
Power Station Community Arts Centre  
Creative City  
Conferencing  
Masicule  
Movies at the Monument  
Tickethut

## AWARD PROGRAMMES

Standard Bank Young Artist Awards  
Distell Debut Playwright Award  
Short Sharp Stories (\*)  
Standard Bank Ovation Awards  
Arts Journalism Awards (\*)  
Student Theatre Awards

(\*) Project currently under review or on hold

## CURRENT KEY FUNDERS/PARTNERS

Standard Bank  
Multichoice  
Eastern Cape Government  
National Lotteries Commission  
National Department of Arts & Culture  
Department of Science and Technology  
DT Hudson Trust  
Business and Arts South Africa (BASA)  
Distell  
De Beers  
Sarah Baartman District Municipality  
Eastern Cape Parks and Tourism Agency

## CURRENT KEY STAKEHOLDERS

Rhodes University  
Makana Municipality

