



FESTIVAL DIRECTOR

An excellent opportunity is available for an experienced Festival Director for the Franschhoek Literary Festival. Join the most-loved literary festival in the country and its outstanding team of innovators as they chart the future of this independent festival.

About the Franschhoek Literary Festival (FLF)

The Franschhoek Literary Festival is an annual literary gathering founded in 2007 in the Cape village of Franschhoek and is held on the third weekend in May.

The Festival provides a platform for open and progressive discourse with participation from renowned local and international authors and thought leaders. Informal discussions are the hallmark of the festival with spirited debates on a variety of issues of the day. Not forgetting the lighter, inspirational and fun sessions guaranteed to stimulate and delight.

The Festival was started by a group of writers and literary enthusiasts who volunteered their time to establish what has become the most popular literary festival in the country. Since 2021, a new board leads the Festival, after successfully championing its revival in the wake of the COVID-19 pandemic.

The Role

The FLF is jointly lead by the Festival Director and Programme Director. The leadership team reports to the Festival Board and is responsible for executing the vision for the Festival and delivering a world-class literary event. The Festival Director is an experienced leader with industry knowledge and exceptional skills in developing an innovative and commercial festival operation in line with the Festival's commitment to outreach and audience development.

The incumbent demonstrates strong business acumen to pursue and develop new partnerships to ensure maximum financial support for the literary programme. An ability to network at the most senior levels to build partnerships within the publishing, corporate, media, and sponsorship and philanthropic sectors. The ability to think strategically is of paramount importance and experience of working in a senior capacity within an organisation is essential.

Duties & Responsibilities

- Manage and maintain the NPC and all related responsibilities, obligations and fiduciary duties.
- Ensure that all statutory requirements are in place in terms of Income Tax, PAYE, VAT, UIF etc. and streamline as necessary.
- Deliver sound financial management and manage all aspects including payroll, leave administration, cashflow, and auditing and compliance.
- Ensure sound management accounts and financial reporting frameworks for the board, sponsors and partners.
- Oversee the accounting function and deliver annual financial statements.
- With the Programme Director, ensure healthy stewardship of the FLF brand and team culture.
- Create and implement a year plan for operations and all meetings related to governance, including Board meetings.
- Appoint all approved team portfolios and ensure all contracts are in place with clear roles and responsibilities.

- Schedule regular team meetings, increasing the frequency during busy periods, to ensure the team are clear on team deliverables and support one another to overcome challenges as they arise.
- Review and evaluate the 2024 festival operation and continue with the development of the success matrix for the festival.
- Ongoing risk assessment of the NPC and the Festival by identifying and analysing potential threats and liabilities that may negatively impact the festival operation and reputation, and sponsor, author, panelist and audience participation. Mitigate risk and make recommendations on the tolerability of risks based on analysis and influencing factors.
- With the Programme Director, develop a three-year commercial, audience development, diversity management and outreach strategy.
- Draft a detailed budget for Festival 2025 including required sponsorships in conjunction with the Board.
- Develop Publisher agreements and with the Programme Director negotiate financial contributions for those who have participating authors, including contributions to flight and accommodation costs.
- Negotiate and develop Sponsorship agreements and ensure management and compliance (branding, advertising, social media, complimentary tickets, VIP events, etc.).
- Negotiate or retain long-term (minimum two-year) Partner (e.g., Exclusive Books and media) and vendor benefits and develop Partner agreements.
- Manage and deliver an innovative membership programme and benefits.
- Explore partnerships with Franschoek Village stakeholders and manage the partnership with Franschoek Tourism to the benefit of the Festival and the Village.
- Ensure that the Festival has the necessary permits and insurance against liabilities.
- Manage the administration of the Festival website and with the Programme Director ensure timely design and content briefings for Festival 2025.
- Brief, manage and deliver the ticket vendor for the Festival.
- With the Programme Director, brief and manage the curation of an FLF experience, creating a cohesive festival brand experience across venues and in line with the FLF brand identity.
- Manage the schools programme and develop an effective fundraising mechanism for the programme.
- Report to the Board of Directors on all matters pertaining to the business.
- Manage the operations manager, event and logistics manager, schools programme coordinator, and bookkeeper.
- Manage and expand patron and membership programme.

Skills & Competencies

- Knowledge of the South African book publishing and book retail landscape.
- An understanding and knowledge of the local market and emerging audiences.
- Great leadership and collaboration skill and ability draw the best out of small teams.
- Experience in curating and delivering large-scale events and public programmes.
- Exceptional attention to detail and advanced organisational, logistical and project management skills.
- Excellent verbal and written communication skills, including writing effective sponsorship proposals.
- Polished and professional stakeholder management ability.
- Willingness to work independently and as part of a small team.
- Ability to initiate as well as collaborate.
- Ability to set the framework, and work within the governance structures of an organisation.
- Excellent time-management skills.
- Proven ability to work under pressure and to deadlines.
- Have industry-wide contacts and the ability to work with diverse stakeholders.
- Have some event management experience.

Interested parties are requested to submit applications to chair@flf.co.za which must be received by 15 July 2024 at 4 pm.

Please include a short statement outlining your interest in the role demonstrating how your experience and qualification match the key selection criteria. Include a current CV with contact details of two professional referees.