

MQFF Position Description



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| Position title | Executive Director |
| Employment status | Full Time 1.0 FTE, |
| Term | Fixed term 3 Years |
| Position reports to | Board of Management via Co-Convenor |
| Salary Range | \$90,000 - \$100,000 plus Superannuation |
| Location | 225 Bourke Street, Melbourne 3000 |
| Reports | Program Director (partial), Festival Operations Manager |

Environment

The Melbourne Queer Film Festival (MQFF) is a not-for-profit community organisation with a mission to ***'engage the community with the best LGBTI+ content in order to educate, entertain and celebrate diversity.'*** The Festival produces Melbourne's annual queer film festival alongside a smaller program of members and fundraising events each year. The 12 day Festival, now in its 28th year, screens over 130 LGBTIQ-themed films from Australia and around the world, across 90 sessions and 3 venues each March/April. The Festival is a highlight of queer Melbourne's cultural calendar with a strategic vision to be recognised as a leading international queer screen event, bringing the best of world queer culture to Melbourne and enhancing the reputation of Australian filmmaking.

Role Purpose

Responsible for delivering on the strategy by developing the annual business plans, the key focus of this role is on revenue generation through marketing and sponsorship, business development objectives aimed at securing funding and building multiple revenue streams for the festival.

Key Accountabilities

Strategy: Develop in concert with the Board the 3 year Strategic Plan and Annual Business Plan including festival budget. Develop a Digital Strategy

Advocacy: lobby for funding within Arts organisations, governments and philanthropic trusts. Raise the profile of MQFF. Tailor MQFF brand and deliverables to meet lobbying opportunities.

Finance: Operate Festival to agreed budget. Produce monthly finance reports detailing actual and forecast estimated revenue and expenditure. Be conversant with various metrics measuring overall performance.

Planning: Preparation of detailed project management plans and timelines. Oversee all aspects of festival operations for smooth running.

Workforce: – responsible for staff management, resource planning, training and development and compliance with all statutory and regulatory obligations. Developing position descriptions for staff and volunteers. Recruitment,

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selection and training of staff in conjunction with Board of Management.

Philanthropy: Manage the delivery of the MQFF Private Giving program. Develop on going funding strategy for the festival. Manage the Membership Program.

Reporting: Prepare and co-ordinate monthly reports to the Board of Management. Prepare Annual Report

Sponsorship: Develop a Strategic Sponsorship Plan and be responsible for all corporate sector revenue including sponsorship, advertising, corporate entertaining and Festival Lounge revenue.

Marketing: Develop a Marketing Plan. Responsible for MQFF brand, development and delivery of Festival key art, relationships with other arts, cultural and queer organisations and festival publicity.

Key selection criteria

Knowledge and skills

- **Leadership** – Ability to operate at the highest level of organisations, articulate visions and to persuade and influence others. Demonstrated ability to manage others.
- **Marketing and Sponsorship** – Proven experience delivering results in marketing and sales.
- **Stakeholder Management** – Proven ability to develop beneficial relationships with sponsors, advertisers, government and arts and cultural organisations.
- **Festival Environment** – demonstrated experience in the Arts / Cultural / Community / Not for Profit sector.

Personal qualities

- **Strategic** – develops well articulated solutions and action plans.
- **Flexibility** - adapts approaches and work to changes in the environment and effectively meets new challenges.
- **Initiative and Accountability** - takes responsibility for actions and proactively implements work plan and addresses issues.
- **Integrity** - instils mutual trust and confidence and behaves in a fair and ethical manner towards others, demonstrating a sense of corporate responsibility and a commitment to community.
- **Team Work** - cooperate effectively with the team and work collaboratively to achieve work plan and goals.

Qualifications

- Experience in the LGBTI sector will be viewed favourably.

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Key Relationships

External:

Corporate Sponsors
 Beverage Partners
 ACMI/Venue management
 MQFF Patrons
 Public Relations
 Arts Grants Organisations
 Arts/Cultural/Queer Groups

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Members
MQFF Audience
Internal
Board of Management
Sponsorship Assistant
All Staff and assistants/interns

Key Success Metrics

Total Box Office. Total Sold Tickets x Yield (increase both sales and ticket yield)

Cost per Inventory Seat (constrain cost of seats put on market)

Surplus (as a % of total revenue)

Staff Costs (as a percentage of revenue)

Our Values

- **Quality**
We expect to succeed. We work hard and deliver our best at all times
- **Fun**
We are bold and creative and strive to bring fun to our community and to our staff, supporters and volunteers
- **Diversity**
We value difference. We seek to bring out the best in each other and respect everyone's contribution
- **Community**
We are a part of, and work for the benefit of our community.
- **Integrity**
We are professional. Trust, respect and collaboration are essential. Our success depends on positive interactions with others