



MELBOURNE INTERNATIONAL **FILM FESTIVAL**

2 AUGUST - 19 AUGUST 2018

Artistic Director

Melbourne International Film Festival (MIFF)

BACKGROUND

Hailed by the International Film Guide as “unequivocally the most significant film event in Australia” and “the longest-running film festival in the Southern Hemisphere” with “the largest and most diverse program of screenings and special events in the country, in addition to the largest audience”, MIFF annually offers Victorians the opportunity to experience more than 300 films from Australia and around the globe.

THE ROLE

MIFF’s Artistic Director curates the festival’s program and associated events, leads the programming team and works with the festival’s management and stakeholders to deliver an outstanding and financially successful annual film festival. This Melbourne-based role is full-time (with working hours varying throughout the year) and is part of a leadership team jointly reporting to the Board. The role works collaboratively within the shared management structure that comprises: Industry Director [ID], General Manager [GM] and Finance Manager [FM].

ROLE OBJECTIVES

The Artistic Director is charged with delivering an exemplary annual film festival and an exceptional audience experience by:

- Presenting for MIFF an acclaimed and visionary program of the best of new global and local cinema and associated events, including Galas and Talks
- Developing MIFF’s artistic and creative direction and programming
- Enhancing the reputation of MIFF with audiences and stakeholders
- Working collaboratively with your co-leaders in MIFF’s senior management team (the GM, ID & FM) to present a seamless, efficient, on-time and on-budget festival that delivers annually an outstanding audience experience
- Contributing to MIFF’s mission to present world-class experiences and enhancing MIFF’s activities and reputation.

LEADERSHIP RESPONSIBILITIES

- Design the artistic and creative direction of the annual program of the festival to deliver an exceptional, visionary, high-profile, acclaimed and artistically-accomplished program.

- Stage a festival that engages directly with its audiences and maintains a customer-focused up-to-the-minute dialogue with its audience including through expert application of social media.
- Remain informed and connected in the world of festivals and cinema for the benefit of MIFF by attending the Berlin and Cannes Film Festivals and other festivals if and as approved by the Board.
- Continue to showcase MIFF as the pre-eminent film event in Australia and devise new ways of telling the MIFF story and of securing high-profile films.
- Represent the festival in a way that enhances the brand locally and internationally, in particular with high-profile guests, such as dignitaries, Government representatives, sponsors and other funders of MIFF.

DELIVERABLES

Present and stage the annual festival in line with the strategic plan, the business plan and the approved budgets including, but not limited to, the following:

- Successful opening and closing night screening events and other galas [working in conjunction with the FM & GM]
- Track and secure the highest profile films for MIFF Opening Night and other gala events
- Negotiate, supervise and approve film supply arrangements
- Work with GM to deliver Festival guides and other materials and implement communication strategies that enhance the audience experience
- Present annually for approval the plan for the next Festival, which includes an analysis of the strengths and weaknesses of the previous festival and the key elements critical to the success of the next Festival including fully-costed proposals for any new initiatives;
Present for approval each April, in conjunction with the GM, an updated audience development strategy with particular focus on digital communications.
- Present visionary programming and event ideas which position miff at the forefront of national and international festivals
- Enhance the festival experience with a Talks program that focuses on contextualising films screening in the program
- Devise and deliver a high-profile program for the Critics Campus inviting at least three international writers, and selecting up to eight Australian participants
- Assist the GM with the ticketing strategy, including both the overselling policy and the policy for festival non-film ticketed events, including screening program tie-in events and jointly present for Board approval by the April board meeting each year
- Work closely with management team to generate ideas and strategies to drive new sources of private sector revenue for MIFF
- Work with GM to optimise the festival club experience
- Explore updated screening venue strategies for the future
- Pursue relationships with distributors in order to secure the right films

- Together with GM and ID, select films for the Travelling Showcase, with special consideration for Premiere Fund films, and collaborate with the GM and ID on the coordination of the Showcase
- Liaise with the ID on Accelerator, with special reference to film screening slots for the benefit of Lab participants and any joint activities
- Enhance the event experience and profile of MIFF with a greater focus on the film experience through:
 - Enhanced red carpet, including bringing talent in attendance on stage for the opportunity to speak
 - Creating a celebratory atmosphere that maximises press coverage and builds MIFF's status and profile
 - Design professionally presented Q & As with strong technical support particularly lighting and sound, (including sufficient, functioning microphones) to protect and enhance the MIFF brand
 - A focus on optimal logistics for guest support for MIFF guests at both screenings, dinners and official events
 - A special focus on Premiere Fund titles, ensuring that PF titles all have elevated world premieres, guests in attendance, extra publicity and marketing focus, and maintaining close collaboration with the internal Premiere Fund Promotional Working Party.

PEOPLE RESPONSIBILITIES

- Lead, manage and develop the Programming Department staff in their delivery of your vision and objectives
- Lead, manage and develop the Technical Manager, Guests Coordinator(s) and Critics Campus Coordinator in the delivery of your vision and objectives.

SENIOR MANAGEMENT TEAM (SMT) RESPONSIBILITIES

- Participate in regular meetings of the MIFF SMT and contribute perspectives, advice and constructive solutions
- Ensure the SMT is abreast of key program developments and new initiatives, and can contribute to progress
- Participate in creation and approval of MIFF publications, including newsletters
- Contribute to the risk management culture of the organisation, with a view to protecting MIFF across all areas
- Contribute specific skills and knowledge on prices of film supply and other opportunities and threats, in order to have a robust Risk Plan
- Liaise with ID as required particularly in relation to Accelerator and the Premiere Fund
- Support the FM and GM as required to ensure financial targets of income and expenditure are met in accordance with the approved festival budget
- Communicate and refer unresolved issues of SMT to the Chair
- Work closely with SMT to generate ideas and strategies to drive new sources of private sector revenue for MIFF

REQUIRED EXPERIENCE & SELECTION CRITERIA

- Demonstrated experience in programming film festivals, including:
 - securing major titles
 - generating significant tie-in events, Galas and elevated audience experiences
 - working on marketing and communication strategies to deliver audiences
 - audience development initiatives
 - programming team management
- Sound negotiation skills with experience particularly in negotiating commercial agreements with suppliers
- Strong financial management and project cost management skills with track record of delivering on-time and to budget
- Demonstrated experience of working to generate new sources of revenue
- Clearly demonstrated capability to work effectively as part of shared arts leadership team reporting to a Board
- Strong communication and stakeholder management skills with a demonstrated ability to develop and manage long-term, trusting relationships with potential and existing partners and stakeholders

TO APPLY

Submit to admiff2018@miff.com.au, by the closing date of 2pm on 27 April 2018, the following:

- Full resume, complete with contact details for three referees
- Covering letter, clearly addressing the selection criteria above