



ASSOCIATION OF INDEPENDENT FESTIVALS

Job Title	Chief Executive Officer
Organisation	Association of Independent Festivals (AIF)
Location	UK
FT/PT	FT, 35 hours per week.
Application deadline	6pm, Friday 30 th September.
Interview dates	w/c Monday 3 rd October
Start date	TBC.
Salary	Up to £50,000 per annum.

Job Description

About AIF

National trade organisation The Association of Independent Festivals (AIF) is the UK's leading festival representative body. AIF is a not-for-profit entity, with the key objectives of helping the businesses of its festival members, and the overall needs of the independent festival sector.

Established in 2008, the AIF has grown to be a vital support network for independent festivals promoters, creating a national network of promoters, offering a range of member services, lobbying on behalf of the sector in addition to producing conferences and training events and delivering hugely impactful public facing campaigns on issues such as climate action and sexual violence at events.

The combined attendance of AIF's member events exceeds over 1 million people. The festival sector in general generates £1.76bn GVA for the UK economy each year and supports 85,000 jobs.

During the last two years, AIF has tirelessly supported and represented its members and been a leading collective voice to Government and the media throughout the pandemic, continually liaising with and lobbying Government, presenting impact surveys and detailed reports to support interventions. AIF successfully lobbied Government for explicit festival inclusion in the Culture Recovery Fund (CRF),

subsequently supporting each member festival application. 70% of member applications were successful across 2 rounds of CRF, unlocking over £11m of vital survival funds.

Representing approximately 49% of UK festivals 5,000 capacity and above, AIF has over 90 member events, featuring some the UK's most successful and creative events in the UK as members. These include Boomtown Fair, Shambala, End of the Road, Kendal Calling, 2000 Trees, Liverpool Sound City, Boardmasters and many more.

For more information about AIF and our membership, go to www.aiforg.com

About the Role

We are looking for a new Chief Executive Officer to lead the Association.

Core Responsibilities:

- Provide overall leadership and direction to the association and be the principal spokesperson for AIF.
- Represent the collective interests of AIF members to Government, media outlets and the wider live music industry. Successfully influence policy and ensuring that the sector's voice remains prominent within DCMS, The Home Office and other relevant Government departments.
- Lead on, plan and successfully execute all public facing AIF campaigns in consultation with members, steering groups and external partners.
- Chair all AIF members meetings and contribute to board meetings as the organisation's sole Executive Director.
- Represent AIF on Government working and policy groups, and other cross-sector working groups, ensuring strong representation of the independent festival sector.
- Maintain clear, regular, and engaging communications that are effectively distributed to members via email, the AIF website, newsletters, and social media.
- Ensure that AIF's work accurately reflects the evolving needs of the industry, and that the organisation remains nimble and responsive to issues and topics as they arise.
- Manage and develop relationships across the live music industry including with wider music industry umbrella groups and key partner organisations.
- Develop a vision and new development plan for the organisation's work and focus.

Association, board and membership management:

- Provide advice and recommendations to the AIF board and be directly accountable for executing board and membership policy direction.
- Assume overall responsibility for membership growth and the retention of members and Friends of AIF.
- Support and manage existing and future sub committees and working groups, ensuring clear purpose and effectiveness.
- Ensure a strong focus on Equality, Diversity and Inclusion (EDI) across the AIF board, working groups and within the core team.
- To be responsible for the internal administration of AIF, upholding the constitution (Articles of Association) and ensuring that the company complies with all relevant laws and regulations.

Team management:

- To be responsible for all matters relating to the employment of staff and the engagement of external contractors, including in PR and communications, legal advice and event management.
- To line manage the Membership and Operations Coordinator, conducting annual employment reviews and to ensure that the association hires, develops and motivates highly competent staff.
- To maintain the overall organisational structure and all relevant employment policies, procedures, and training to facilitate professional development of staff.

Financial responsibility:

- Work with external accountants to proactively manage AIF's cashflow, income and expenditure, ensuring the adequacy of the association's financial structure and working towards annual targets.
- Monitor and develop the annual budget for AIF, alongside presenting interim financial reports to the board.
- Liaise with external accountants for the preparation of quarterly accounts and on processes such as quarterly VAT returns and monthly membership renewals.

Events:

- To maintain AIF's Festival Congress as an annual flagship event, assuming overall responsibility for the delivery of the event, including conference programming and key operational decisions.
- To manage and build relationships with all partners and sponsors for Festival Congress, hitting sponsorship targets and ensuring a financially and creatively successful event.
- To oversee AIF's programme of in person members meetings and events outside of Festival Congress.

Person Specification.

Essential:

- An experienced professional with wide ranging leadership experience. Candidates should have proven experience in effective organisational leadership.
- Excellent personal communication skills- an experienced public speaker, adept at speaking with national and regional media.
- The ability to pragmatically manage stakeholders and partners alongside introducing and nurturing constructive new relationships.
- A commitment to delivering and improving the Association's overall services to members.
- Knowledge and experience of member recruitment and retention within a membership services environment (or similar).
- The ability to be extremely responsive and reactive, prioritising according to where members require support and representation and to prioritise workload, multitasking effectively to meet all deadlines.
- A strong commitment to key issues including Equality, Diversity and inclusion (EDI), climate action and festival audience welfare.

- Resource management: Experience of financial management alongside management and recruitment of staff.
- A working knowledge of the work of AIF and the wider UK festival and events landscape.

Desirable:

- Experience of managing public facing campaigns.
- Knowledge of political environments and some experience of lobbying and regular liaison with Government departments.
- Some previous experience working within the UK festival and events industry.

As an organisation we celebrate and support members from all backgrounds and are working to build an adaptable culture of mutual allyship, and an environment where everyone is comfortable being themselves 100% of the time. We actively encourage applications from people of every race, gender, religion, age, disability and the LGBTQIA+ community.

To Apply

Please email your CV and a covering letter to current AIF CEO Paul Reed: paul@aiforg.com by the application deadline of **6pm on Friday 30th September.**

Interviews will commence during **w/c Monday 3rd October.**