



JOB ADVERTISEMENT – FESTIVAL DIRECTOR

PURPOSE

The Festival Director is the visionary leader responsible for shaping the festival’s strategic direction, managing key stakeholder relationships, securing financial sustainability, and delivering an impactful and culturally significant event. The role requires a balance between strategic planning and hands-on operational execution.

MAIN DUTIES/RESPONSIBILITIES

Strategic Leadership

- Develop and implement a long-term vision and strategy for the festival to ensure growth, sustainability, and alignment with its mission and objectives.
- Identify and incorporate long-term activations to strengthen partnerships, enhance festival visibility, and create year-round engagement opportunities.
- Analyze industry trends and audience insights to keep the festival innovative and relevant.
- Create strategic partnerships and collaborations that amplify the festival's reach and impact.
- Participate in Digital Content Hub brainstorming sessions focused on strategy development and key funding applications, engaging with major corporate stakeholders.

Stakeholder Management

- Cultivate and maintain relationships with diverse stakeholders, including government bodies, cultural institutions, corporate sponsors, media, and the local community.
- Act as the primary spokesperson and advocate for the festival at local, national, and international levels.
- Collaborate with the festival advisory board to ensure alignment with stakeholder expectations.

Fundraising and Revenue Generation

- Develop and execute a comprehensive fundraising strategy, including sponsorship, grants, partnerships, and ticket sales.
- Negotiate and secure sponsorship deals and funding opportunities.
- Build and maintain relationships with donors and funding organizations, ensuring timely reporting and recognition.

Artistic Curation

- Oversee the selection of programming, ensuring the festival reflects diversity, innovation, and excellence in its offerings, with a particular focus on arts, culture, and digital arts.
- Collaborate with curators, artists, and creative teams to deliver a compelling and cohesive festival experience.
- Curate content production and exhibition for festival and activation events.
- Do curation for service work for partners or client : content production, exhibition, festival selection

Project Management

- Lead the planning, execution, and delivery of the festival, managing timelines, deliverables, and cross-functional teams.

- Implement and oversee project management tools and processes for smooth festival operations.
- Oversee the project administration processes related to the festival, ensuring compliance with organizational policies and cost efficiency

PR and Marketing

- Oversee the festival's public relations and marketing strategies, ensuring maximum visibility and engagement across multiple platforms.
- Guide communications teams to craft compelling campaigns that resonate with diverse audiences.
- Comfortable with public speaking, representing the festival in media interviews, at events, and during sponsorship or stakeholder meetings.

Budget Management

- Prepare, manage, and monitor the festival's budget, ensuring financial efficiency and accountability.
- Conduct regular financial reviews and reporting to stakeholders.

Monitoring and Evaluation (M&E)

- Develop metrics and frameworks to evaluate the success and impact of the festival.
- Prepare post-event reports with insights, learnings, and recommendations for future improvements.

MINIMUM/ESSENTIAL REQUIREMENTS

Required Academic Qualification/s	
<ul style="list-style-type: none"> • Bachelor's or higher degree in Arts, Culture, Event Management, Digital Media, or a related field. 	
Required Work Related Experience	# of Years
<ul style="list-style-type: none"> • Proven experience in managing festivals or large-scale cultural events, with a focus on arts, culture, digital arts and any other related field. • Demonstrated success in fundraising, sponsorship acquisition, and stakeholder engagement. • Deep understanding of the creative industries, particularly the intersection of traditional arts and digital innovation. • Familiarity with the latest trends and technologies in digital arts and storytelling. • Demonstrated experience in leading public relations and marketing strategies. • Strong financial acumen and experience in managing large-scale budgets. • Excellent organizational and multitasking skills, with experience leading cross-functional teams. 	5
Personal Attributes	
<ul style="list-style-type: none"> • Visionary and strategic thinker. • Passionate about arts, culture, and the evolving role of digital innovation in Africa • Resilient and adaptable in a fast-paced, dynamic environment. • Strong interpersonal and negotiation skills. 	



DESIRABLE REQUIREMENTS

Academic Qualification/s	
<ul style="list-style-type: none"> Project management certifications (e.g., PMP) 	5+
Years of Work-Related Experience	5+
<ul style="list-style-type: none"> Agency experience (gaming / animation) Experience in a business incubator, a start-up advisory or other entrepreneurial experience 	5+