



Creative Director Position Description



Position Information: 0.8 FTE 30 hours/week
1st May – 4th December 2024 (ongoing pending funding)

Annual Salary: \$85,000 per annum, pro rata

Reports to: General Manager

Direct Reports: Project Officer, Marketing Officer, Event Crew

Location: Alice Springs

About RHA & Desert Festival

Red Hot Arts Central Australia (RHA) is a regional non-profit arts organisation that provides accessible spaces, workshops, advocacy and events to support remote artists and arts organisations in Central Australia. Based in Mparntwe/Alice Springs, RHA has been building local artistic capacity, delivering key regional events, facilitating community connection and contributing to the diversity and growth of the Northern Territory arts and culture sector for over 15 years.

[Desert Festival](#), our annual signature event, is a multi-arts festival, showcasing and celebrating local and regional arts and content. Desert Festival is the only event that provides a multi-disciplinary platform for Central Australian artists from diverse cultural backgrounds across all artforms, while also providing employment, mentoring and capacity building for local staff and crew. In 2022 Desert Festival won the Music NT Metro Festival of the Year and the Tourism NT Brolga Award for Festivals and Events.

About the role

Reporting to the General Manager, the Creative Director is a key leadership position that oversees and manages our events and programs. The role ensures effective delivery of our 2024 event program, including Desert Festival and Project Seed. The Creative Director manages all aspects of program and event delivery, including creative, financial, strategic, resourcing, programming and reporting elements, supervising staff and event crew, and assisting with funding applications where necessary.

The Creative Director works closely with the General Manager to ensure RHA meets its

strategic objectives and displays commitment to diversity, inclusion and community led practice. The role is essential to ensuring ongoing smooth delivery of high quality, responsible and enjoyable events and programs in the heart of Australia.

The Creative Director contributes to RHA's core strategic objectives of:

- **Connecting** communities to the arts and supporting collaboration within the arts sector
- **Developing** and supporting new works, local artists and arts workers
- **Communicating** the social value of the arts and promoting artists to the local community
- **Sustaining** financial longevity of our programs and events, ensuring it is a core focus

Key Responsibilities:

- Responsible for design, delivery, and evaluation of Desert Festival & Project Seed, in line with overall aims, project plan and budget, providing strong leadership to ensure coordinated delivery of events.
- Lead/oversee a small team of staff, contractors, and/or volunteers
- Oversee festival artistic programming and lead a curatorial team to ensure diversity, inclusion and community representation in programming
- Act as the spokesperson for the Festival, representing it in dealings with media and key stakeholders/partners
- Ensure events and programs are compliant in terms of policies and procedures, legal, financial, HR, WHS, risk management, insurance, and reporting.
- Collaborate/partner with First Nations communities to elevate and centre the voices of First Nations artists, and build knowledge/understanding of First Nations arts practices, cultures, and perspectives.

Evaluation & Audience Engagement

- Develop and implement an evaluation plan, ensuring relevant data is collected
- Assess audience needs and composition to help contribute to the development of our 2025-28 Audience Engagement Strategy.

Project Seed

- Oversee Project Seed and the Project Officer, providing guidance and direction where required, and ensuring diversity and inclusion are centred.
- Implement professional development workshops in collaboration with program participants, which support meaningful community engagement and arts sector development.

Resourcing

- Oversee financial management and resourcing of the Festival and Project Seed, including recruitment, funding, budgeting, grant applications and reporting
- Seek festival sponsorship to support financial viability and diversification of income streams.

Other tasks

- Foster a collaborative team environment where creativity, suggestions and ideas are actively encouraged, and communication is clear.
- Drive continuous improvement and innovation
- Ensure effective and accurate record keeping
- Provide weekly updates to the General Manager and monthly board reports

Selection Criteria

Essential:

- Demonstrated experience in event management, delivering events within timeframe and budget, within a performing arts context
- Demonstrated experience with financial and grant management requirements
- Experience leading teams or managing event staff
- Experience in artistic programming and management
- High level organisational skills, with the ability to prioritise, problem solve and pivot if required, embracing flexibility
- High-level administration skills and computer literacy

Desirable:

- Qualifications in event management or similar
- Event production and technician skills
- An unrestricted NT driver's license

How to apply

Please submit a one-page cover letter, responses to the above selection criteria and a CV **by Saturday 6th April 2024** to the General Manager at gm@redhotarts.com.au. For more information, please contact Angie Stahl on 08 8952 2392 or via email above.

RHA is an equal opportunity employer, and we welcome applications from people with diverse backgrounds and life experiences. If you require adapted application process or have accessibility requirements, please get in touch. We understand that marginalised communities often self-opt out of opportunities – we want to hear from you and strongly encourage you to apply or enquire.