

CEO / CONFERENCE DIRECTOR POSITION DESCRIPTION

Position: CEO / Conference Director

Term: Full time contract position

Start Date: 15 March 2021

End Date: TBC

Reports to: AIDC Board of Directors

Salary: \$110k per annum plus superannuation at 9.5%

Organisational Context

Established in 1987, AIDC is a not-for-profit organisation committed to the sustainability of documentary, factual and unscripted storytelling in all screen and digital forms. Serving both the commercial and creative needs of the industry, AIDC organises a marketplace for documentary and factual product, showcases the work of Australian and international producers, and creates a forum to discuss content, craft, technology and future directions. Our goal is to connect creators, purveyors and viewers of nonfiction screen content in ways that promote business, inspire creativity and ignite social change.

Governed by a Board of Directors, the AIDC Ltd is a not-for-profit entity with an annual turnover of approximately \$1 million. A large conference occurs annually in February/March each year with the organisation running smaller events, activities and screenings throughout the year. Having received triennial funding from Film Victoria and ACMI, the conference will take place in Victoria for 2022/2023 but may then move states depending on funding in future years.

Position Summary

AIDC is currently recruiting for a CEO/Conference Director for the 2022 conference. AIDC welcomes applications from all who are passionate about documentary and factual content, have a clear vision for AIDC 2022 and a proven track record in the same or similar role. Applicants from First Nations, diverse & underrepresented groups are encouraged to apply.

This leadership reports to the Board and has the dual responsibility of managing the business of the organisation and delivering an annual conference program.

This is a full-time position, and some national and international travel may be required. The CEO / Conference Director position is required to meet annual Key Performance Indicators.

While the CEO / Conference Director has ultimate responsibility for organisational administration and development of the conference program, it is essential that they work strategically and collaboratively with the event team, board and key stakeholders to develop and deliver the annual conference and associated events.

The CEO / Conference Director's role is to lead a core team with a number of year-round staff taking direction from the CEO / Conference Director. The number and working hours of staff will vary throughout the year, with a core team including the CEO/Conference Director, Operations Manager, Communications & Marketing Manager, Marketplace Manager and Partnerships & Industry Development Manager. The conference team, led by the Event Manager and various support staff, join the core team on fixed term contracts at varying stages throughout the year.

Key Responsibilities

1. Provide high-level entrepreneurial and executive leadership to develop and implement a strategic vision and set goals to strengthen and grow the organisation, ensuring its continued relevance and value to the Australian and international documentary and factual industry.
2. Manage the business, governance, legal and financial aspects of the organisation- including developing operational policies, budget setting, appropriate allocation of resources, financial and tax reporting - ensuring the AIDC is compliant with the regulations governing a company limited by

guarantee.

3. In conjunction with the Operations Manager, Identify and build strategic alliances and partnerships with funding agencies, key stakeholders, corporate sponsors and industry organisations nationally and internationally to

increase financial support and consolidate ongoing growth for the organisation and the conference.

4. Utilise extensive networks and knowledge of the non-fiction screen sector to proactively pursue high calibre, quality speakers and content creators, guests, industry leaders and decision makers across documentary, factual and unscripted across all platforms, throughout the year.
5. In conjunction with the Conference Programmer and Marketplace Manager, utilise extensive networks and knowledge of the non-fiction screen sector to proactively pursue high calibre, quality speakers and content creators, guests, industry leaders and decision makers across documentary, factual and unscripted across all platforms, throughout the year.
6. Recruit and manage a team of staff, including providing direction and setting performance outcomes while promoting a positive and supportive organisational environment in order to ensure the efficient operation of the organisation and successful delivery of the annual conference.
7. Build international relationships with key organisations to deliver delegations to AIDC fitting to international co-production treaties.
8. Function as the public face and spokesperson representing the organisation, strategically and proactively creating media opportunities to generate publicity designed to promote, attract interest, and raise the profile of the organisation nationally and internationally.
9. Collaborate with the Co-Chairs, AIDC board, the AIDC team and key industry stakeholders to design and deliver an annual conference program that facilitates business outcomes, increases networking and professional development opportunities in an inspiring and dynamic social environment.
10. Some national and international travel may be required to gather market intelligence and remain abreast of industry trends, build networks and attract international guests and delegates to the conference.

Selection Criteria

1. Previous experience in a managerial and/or leadership role, with demonstrated high level knowledge and understanding of the factual/unscripted/documentary sectors of the screen industry, in Australia and internationally. Evidence of national and international networks and a strong desire to contribute to the growth of the sector in Australia.

2. Demonstrated managerial experience encompassing successful project, people, operational and financial management skills in a small business, not-for-profit environment.
3. Evidence of advanced interpersonal skills, strategic thinking and entrepreneurial capability with a demonstrated track record in securing funding and building successful partnerships with sponsors, government agencies and industry stakeholders.
4. Demonstrated high-level organisational skills with the ability to work under pressure, plan own workload and delegate effectively, including the ability to set goals and successfully manage a team of staff.
5. Excellent written and verbal communication skills, including well-developed public speaking and interpersonal skills, with an ability to inspire, influence, and negotiate effectively when dealing with clients and stakeholders.
6. Capacity to work both autonomously and collaboratively as part of a team, ability to both give and receive direction, a flexible approach to competing priorities, and solid problem solving skills.
7. Demonstrated capacity for creative thinking, developing and implementing innovative ideas and for fostering and harnessing this capacity in others.

Key Performance Indicators (Indicative only)

1. Number of Australian delegates.
2. Number of International delegates
3. Number of Interstate delegates
4. Amount of registration income generated
5. Amount of government funding secured
6. Level of corporate sponsorship achieved
7. Business outcomes facilitated through the marketplace and pitching events
8. Oversee and effectively manage the team, ensuring a safe, supportive and collaborative working environment, with a positive and inclusive culture for all staff.

Applications

This is a contract position commencing in March and running until June 30, 2022. This contract may be renewed for a further period to be negotiated subject to confirmation of funding, an annual performance review and meeting requisite KPIs.

Interested applicants are encouraged to discuss their application prior to submission.

To make a confidential enquiry please contact:

Kate Pappas– Co-Chair AIDC Board

Email: kate@wilding.tv

Applications close: 14 February 2021

Please submit a cover letter addressing selection criteria, a CV and relevant contact details to: aidc@aidc.com.au