



TITLE: Artistic Director (AD)

TERM: Full time permanent

REPORTS TO: Regina Folk Festival Board of Directors

ABOUT THE REGINA FOLK FESTIVAL:

The Regina Folk Festival (RFF) is a non-profit organization that humbly works and plays on Treaty 4 Territory (Regina, SK), the traditional lands of the nêhiyawak, Anihšînāpēk, Dakota, Lakota, and Nakota people and the homeland of the Michif/Métis Nation. At its core, the RFF is about community and artistic celebration. Each August, audiences gather on the lush green lawns of Victoria Park to experience world-class performances at the RFF's premier event: the Regina Folk Festival.

ABOUT THE POSITION

As Artistic Director (AD), you are responsible for the artistic direction, personality, and development of the RFF and its events: the annual summer Festival in Victoria Park, RFF Concert Series, and Winterruption.

You understand and actively implement the [Truth and Reconciliation Committee of Canada's \(TRC\) Calls to Action](#) in your work and programming. You enthusiastically develop partnerships and relationships with Indigenous, local, national, and international arts organizations and artists because you believe in powerful connections. You have a thorough knowledge of and deep connections to Regina's arts community. You are constantly reimagining education, community, outreach, and volunteer programs to ensure the RFF is always fresh and relevant. You oversee curators in music, visual arts and public programs. In cooperation with the RFF Board of Directors and staff, you manage the development of the Festival program and RFF event budgets (Festival, Concert Series, Winterruption). You lead the RFF forward, working closely with the Executive Director to grow the RFF's artistic vision; its scope and scale; its distinctive reputation; and its local audience impact.

As AD, you want your artistic vision to achieve programming excellence. You stage and host a variety of exceptional Indigenous, local, Canadian, and international talent each year. Beyond the Festival, you instill a sense of pride and shared ownership of the RFF in Regina, Saskatchewan, and across Canada. The infectious energy you bring to the RFF inspires a deep love for the arts in creative communities and the general public.

ESSENTIAL DUTIES

- Model the RFF's ongoing commitment to the TRC's *Calls To Action* as they apply to Treaty 4
- Develop, strengthen, and maintain healthy working and collaborative relationships with Indigenous arts communities through engagement, dialogue, networking, and partnerships
- Deepen relationships with RFF stakeholders and government funders at municipal, provincial, and federal levels
- Actively recruit, support, and celebrate local Indigenous talent in the RFF's programming (events, education, volunteer, outreach)
- Develop world-class Festival, Concert Series, and Winterruption programming within the RFF's budget
- Align annual Festival, Concert Series, and Winterruption programming with the RFF's mission and values (as per the [2018-2021 Strategic Plan](#))
- Recruit and stage Indigenous, local, national, and international talent at RFF events (the Festival, Concert Series, and Winterruption)
- Attract global "headline" acts to the Festival
- Secure contractual commitment from talent and affiliated managers/representatives with the RFF
- Effective and assertive communication with talent, managers/representatives, and staff to ensure excellent performance standards are achieved or surpassed
- Perform duties related to the artistic execution of RFF events
- Assist and support RFF staff during RFF events
- Ensure excellent audience experience at RFF events
- Create plans to increase audience attendance and participation at RFF events (free and ticketed)
- Grow the RFF audience and grassroots donor base demographics (race, gender, sexual orientation, disability, religion) through attractive, exciting, and diverse programming for all ages
- Clearly articulate artistic vision for grant and program proposals
- Constantly evolve the Festival's artistic vision in collaboration with the Executive Director and Board of Directors
- Seek guidance from the Board of Directors, Executive Director, cultural advisors, and Indigenous elders to ensure a true representation of talent reflective of the community
- Commit to fresh objectives and multi-year programming goals that are analytically measurable
- Become the conversation focal point for various themes underpinning the Festival
- Elevate favourable earned media coverage
- Actively participate in host teams at all RFF performances with significant onsite presence
- Maintain open lines of communication with the Board of Directors, Executive Director, and staff
- Lead by example to empower the RFF team
- Submit monthly reports to the RFF Board of Directors on activities and vision
- Other duties as assigned

KNOWLEDGE, SKILLS, EDUCATION, AND EXPERIENCE

The Artistic Director is a strong leader who inspires others through the persuasive articulation of the RFF's mission and values. They are artistically curious, team oriented, and able to manage time and priorities effectively.

Additional qualifications include:

- Fine Arts Bachelor's degree, extensive arts experience, or equivalent combination of education and experience
- Applied performing arts industry experience as a professional artist and/or artistic administrator (preferably a combination of both)
- Successful development and implementation of an original artistic vision for a professional performing arts organization that is inclusive of breadth and depth, spanning a variety of musical genres

- Strong network of professional performing artist colleagues across Canada around the globe
- Demonstrated experience in artistic budget oversight and administration
- Exceptional public speaking and written communication skills that can sell an exciting and dynamic vision
- Ability to supervise and positively interact with staff using a “teamwork makes the dream work” approach
- Enthusiastic willingness and ability to work extended hours and perform extra tasks during Festival season (July and August)
- Proven operational and managerial experience leading a cultural organization through significant change and growth
- Working understanding of RFF’s programs and services
- Able to meet rolling and concrete deadlines
- Meets all screening requirements

Skills & Strengths:

- Dedication to reinventing the RFF
- Enthusiastic and ambitious
- A self-starter
- Fiery passion for music and arts advocacy
- Resourceful and disciplined
- A mentor who shares knowledge and strives for growth
- Results oriented, expects excellence, and enjoys celebrating wins big and small
- Understands how to identify, attract, and work with world-class talent
- A leader that donors, sponsors, and all levels of government can be confident in
- Disciplined, organized and adaptable
- Comfortable with ambiguity and constant change
- A strong catalyst for action
- Resilient with an ability to “switch gears” (make quick and impactful decisions)
- Takes ownership and responsibility for actions and decisions
- A polished public representative of the RFF with the image and reputation to match
- A deep willingness to learn and grow, seeking opportunities to acquire new skills as needed
- Highly intuitive and a great judge of talent and character
- Able to use a computer unassisted

SCREENING REQUIREMENTS

- Interview
- Three (3) references
- Vulnerable Sector Criminal Record Check

The deadline to apply for this posting is 5PM CST (Regina time) on Friday, October 16, 2020.

Please submit application packages—including cover letter, CV, and reference contact information—email to board@reginafolkfestival.com. The Regina Folk Festival thanks all applicants for their interest.