

Executive Director, Hong Kong International Literary Festival

The board of the HKILF (the Festival) seeks a dynamic and enterprising executive director to manage programming, sponsorship and administration of two annual festivals – one for young readers and another for adults.

For almost two decades the Festival has been a highly-respected event in Asia, attracting an outstanding array of international and local writers. The Festival has grown markedly over the past couple of years and the board seeks an executive director who will accelerate the board's plans for further growth. The Festival is committed to creating and preserving the widest possible space for literature and freedom of expression in an environment at the unique crossroads of language, culture and global social change.

A successful candidate will have a proven track record in management, preferably in the arts, experience raising funds from third parties, the ability to manage diverse stakeholders including board directors, HK school representatives, sponsors, venue operators, government and consulate staff. Essentially, the successful candidate will possess an avid and eclectic interest in literature.

The role currently oversees two permanent staff as well as temporary staff and volunteers in the lead up to, and during, the festivals. Forward staffing strategy is a function of the ambition and delivery of the new Director and board.

The Executive Director reports to the Festival's co-chairs.

HKILF is a registered charity in Hong Kong. (<https://www.festival.org.hk/>)

The Role

The executive director is responsible for two annual programs: the International Literary Festival and the Young Readers Festival (ILF and YRF). The executive director will:

1. Work with the Board to set strategy and goals such as increasing audience engagement and revenue.
2. Seek and apply for government and other grants as well as commercial sponsorship;
3. Plan the festivals by
 - * Setting themes
 - *Researching authors and arrange invitations

- *Inviting appropriate moderators and panelists
- *Booking venues
- *Programming festival events
- *Developing relationships with local organisations which can enhance and assist the Festival
- *Arranging media partnerships
- *Planning temporary staffing and volunteers networks

4. Oversee liaison with partners including booksellers, travel agents, regional literary festivals, hotels, F&B and ticketing.

5. Plan and coordinate off-festival and fundraising events

6. Devise Marketing and Communications strategies

- *Liaise with external advisors and agencies
- *Write and edit copy for marketing materials
- *Coordinate with the Festival designer to produce marketing materials including brochures, leaflets and posters
- *Write press releases
- *Write and send external communications
- *Write and coordinate social media posts

- *Liaise with media and marketing partners

7. Work with Donors

- *Manage donation drives
- *Maintain donor relationships

8. Oversee Finances

- *Manage HKILF and ILF budgets
- *Manage cash flow forecasting
- *Coordinate and compile financial reporting for sponsors

9. Oversee general administration

- * Administer Assistant Manager
- * Oversee Website management
- *Liaise with legal advisors
- *Oversee day-to-day running of the office including internship programmes
- *Attend social functions to represent HKILF



10. The Board

- *Coordinate, prepare materials and attend monthly board meetings
- *Oversee administration required by company secretary and auditors

Please forward a CV, including a photograph, along with a covering letter explaining your interest and suitability for the role to candidates@festival.org.hk.