



CHIEF EXECUTIVE OFFICER

JOB & PERSON SPECIFICATION

JUNE 2025

Position title:	Chief Executive Officer
Location:	Adelaide, South Australia
Reporting to:	The Festival City Adelaide Board
Type of appointment:	Full-time, Fixed Term (3 years)

About Festival City Adelaide

Festival City Adelaide is the peak body for South Australia's festivals and events, established in 2012 by the South Australian government, City of Adelaide and the festival sector, to ensure the long-term success of the state's vibrant festival and event sector. Our vision is that South Australia is nationally and internationally recognised for delivering the world's best festival experience. Our mission is to ensure that the policy and business conditions in South Australia are conducive to its festival sector thriving, leading, and achieving its impact goals. There are three pillars to our work: advocacy, member services, and sector development.

About the Role

Festival City Adelaide is seeking an exceptional and visionary Chief Executive Officer, a systems thinker — someone who understands how all arms of government, policy, and public life intersect with festivals and events, and who can articulate and advocate for the sector's place within that broader landscape. The CEO will be required to think laterally, engage in big-picture strategic work, and at the same time roll up the sleeves and be part of the day-to-day operations. This is a role for someone skilled in policy and solving real-time challenges.

Key Responsibilities

Responsible to the Board for the formulation and delivery of Festival City Adelaide's strategic plan and overall management of operations and financial performance, key areas of responsibility include:

- Developing and leading the implementation of Festival City Adelaide's strategic plan.
- Developing and delivering a comprehensive and engaging member services program.
- Delivering high-impact advocacy strategies that influence the policy and business environments in which festivals and events operate.
- Maintaining and strengthening relationships with government, media, business, community partners, funding bodies, corporate donors and sponsors and other key stakeholders to enhance and further the strategic direction of Festival City Adelaide.
- Identifying and overseeing the execution of sector development initiatives that lift standards across the industry.
- Managing the organisation's financial performance, risk profile, and governance obligations, ensuring the Board is fully informed of operational, sustainability and governance activities.

- Driving continuous improvement initiatives in business systems, technology use and service delivery models.
 - Leading, developing and motivating the human resources of the organisation, ensuring contemporary principles and practices are maintained and a positive, high-performing workplace culture prevails.
 - Ensuring attraction, Induction and retention strategies are activated to position Festival City Adelaide as an 'employer of choice'.
 - Leading major program initiatives as required, particularly those related to business model transformation.
 - Representing Festival City Adelaide in public forums, media appearances, sector leadership events to enhance the organisation's profile within the community and amongst stakeholders.
 - Reporting to the Board and subcommittees with timely, accurate updates and insights and attending Board and committee meetings in the capacity of CEO.
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Key Selection Criteria

Essential

- Proven experience as a CEO, senior executive, or sector leader.
- Demonstrated success in stakeholder engagement, advocacy, and public sector relations.
- Strong financial and operational management skills, with a track record of driving growth and sustainability.
- Strategic thinking with the ability to translate long-term vision into actionable plans and measurable outcomes.
- Understanding of the South Australian festival and event industry, and the political landscape.
- Experience in leading networks, teams, and managing organisational culture and performance.

Desirable

- Experience in membership-based organisations or peak bodies.
- Familiarity with government funding processes and performance acquittals.
- Experience in developing shared services, training, or sector-wide programs.

Personal Attributes

- Exceptional communication skills with confidence in public speaking
- Well-developed interpersonal skills
- Creative and strategic thinking
- Passion for the arts
- Ability to inspire and lead others
- Humility and an 'organisation first' approach

Festival City Adelaide values diversity and inclusion and encourages applications from all qualified candidates, including First Nations people, people from culturally and linguistically diverse backgrounds, and people with disability.



HOW TO APPLY

Applications including a cover letter and CV should be addressed to Andrew Reed and Bernie Dyer.
Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.