



Executive Search for:

Artistic Director

Based in Toronto, Canada

July 2019

Search Conducted by:



THE OPPORTUNITY

How often do you get an opportunity to build a world-class festival from the ground-up?

This is an exciting opportunity to work for a notable Canadian literary organization that operates and influences on a global scale, connecting authors and book lovers. Supported by a passionate and engaged board looking to do big things in a city that is rapidly becoming a top global destination; the Artistic Director of the Toronto International Festival of Authors (TIFA) has a prime opportunity to re-invent the scope, scale and content of this established event.

Ideally, you're coming from the literary ecosystem – possibly with a background in Publishing, Events and/or Digital. You are a passionate and entrepreneurial self-starter, who sees huge opportunity in the evolving content landscape. A literary impresario, with a “can-do” attitude, you know the right people, and you know how to build bridges and inspire communities to create a world-renowned event.

If this is you, and you're up for the challenge of a lifetime, let's talk!

THE ORGANIZATION

Welcome to Canada's oldest and largest festival of words and ideas!

An integral part of the programming mandate of Harbourfront Centre (see below), the Toronto International Festival of Authors (TIFA) is a charitable organization mandated to cultivate and advance the art of literature. We celebrate words and ideas by connecting curious readers of every kind with leading international and emerging authors, and providing a forum to showcase Canadian talent to the world.

Since 1974, the festival has welcomed more than 9,000 authors from over 100 countries, including 22 Nobel Laureates and countless other award winners.

It is our mission to:

1. Promote and inspire enthusiasm for literature by providing opportunities for curious readers to meet, hear and learn from the finest contemporary writers of our time.
2. Actively support professional and emerging writers with a global platform on which to present their work, advance their professional development, and reach new audiences.

Each October, the Toronto International Festival of Authors takes place over eleven (11) days at Toronto's Harbourfront Centre. We deliver additional programs year-round, including authors in conversation, book signings and launches, readings, book clubs, writing workshops and international touring. Annual partnered events include the Festival of Trees Forest of Reading® for young readers, The Word On The Street Book and Magazine Festival, Book Summit, and the bi-annual Canadian Writers' Summit.

The Toronto International Festival of Authors is proud to be a member of the Word Alliance, a collaboration of eight (8) of the world's finest literary festivals. The Word

Alliance creates a platform for artistic partnership; further expansion of online content; professional, audience and organizational development; and an international touring program for authors.

The Toronto International Festival of Authors was incorporated as a charity in 1986.

More at: <http://www.festivalofauthors.ca>

This year will be the 40th Anniversary Edition of the Festival!

October 24 – November 3, 2019 at Harbourfront Centre.

Harbourfront Centre

Harbourfront Centre provides cultural, educational and recreational programming to the general public, and is responsible for all aspects of the operation of its ten-acre publicly accessible campus on Toronto's central waterfront. The Centre programs 52 weeks a year, seven days a week, supporting a diverse range of artists and communities. In attracting millions of visitors annually, with many repeat audiences, it is a prime cultural hub nurturing public involvement in the arts through engaging the broadest possible audience. It is a not-for-profit organization with charitable status.

With a vision to be recognized as Canada's leading international centre for contemporary arts, culture and ideas, Harbourfront Centre is central to the fabric of the Canadian contemporary arts community, inspiring audiences and visitors – local and international – with a breadth of bold, ambitious and engaging experiences. Harbourfront Centre champions contemporary Canadian artists throughout their careers, presenting them alongside international artists, contextualizing their work, and fostering national and international artistic exchange between disciplines and cultures. The Centre invests significant resources in long-term artist development and mentorship, supporting new work development through its residencies, commissioning and co-producing/co-presentation activities.

Harbourfront Centre has been an innovative cultural force since its inception, introducing audiences to bold art forms and artists from around the world. With its unique location and diverse programs, its mission is to:

- Present, commission and incubate the work of contemporary artists in all disciplines;
- Foster learning and innovation through inter-disciplinary and international artistic exchange;
- Deliver accessible, inspiring, and relevant artistic, cultural, educational, and recreational experiences; and
- Steward the transformation of our campus and strengthen Toronto's identity as an international waterfront city.

As a multidisciplinary cultural institution, Harbourfront Centre programs all music genres, contemporary theatre, dance, circus, crafts (textiles, glass, ceramics, metal, design), visual arts, literature, Indigenous-focused arts, relaxed performances, and the ongoing celebration of diverse cultures across its ten-acre campus.

Toronto International Festival of Authors is an integral part of Harbourfront Centre.

More at: <http://www.harbourfrontcentre.com>

The City of Toronto

A unique creative spirit thrives in cosmopolitan Toronto. World-renowned festivals, events and spaces celebrate the arts, theatre and the city's heritage – all set against a backdrop of stunning architecture and inspired by Toronto's diversity.

Toronto has seen an explosion in its cultural infrastructure with state-of-the-art facilities, including Bell Lightbox, which houses the Toronto International Film Festival (TIFF), and the Royal Conservatory of Music's Koerner Hall, along with arts events such as Luminato and Nuit Blanche. Toronto is also an important centre for contemporary artistic and cultural activity in Canada. It is the home of several public institutions, including Harbourfront Centre, which is located on Toronto's waterfront and houses TIFA and the Power Plant, the Art Gallery of Ontario (AGO), the Royal Ontario Museum (ROM), and the Museum of Contemporary Art (MOCA), in addition to the Canadian Opera Company, the National Ballet of Canada, and Toronto Symphony Orchestra.

The literary scene is thriving in Toronto. Whether you are an aspiring novelist or in town for one of the largest literary festivals in the world, Toronto is a literary landscape for word nerds. Beyond the 100 local public libraries, there are themed bars, specialized libraries, parks and one-of-a-kind cafes to read and write.

With a population approaching five (5) million in the Greater Toronto Area (GTA), Toronto is a cosmopolitan, multicultural city, and the fifth largest city in North America. More than 48 percent of the city's population is comprised of immigrants, and over 80 languages are spoken throughout the city. Beautifully situated on the shores of Lake Ontario, Toronto enjoys a temperate climate with moderate precipitation and distinct seasons. The GTA is served by North America's largest public transit system after New York.

More at: <http://www.toronto.ca>

THE POSITION

Leading the Toronto International Festival of Authors is a challenging and high-profile position requiring passion and strategy. The goal of the successful candidate will be to create programs and events with popular appeal and critical acclaim.

In providing creative leadership for TIFA, you will elevate the Festival's global reach, expand and diversify audiences and programs, strengthen stakeholder relations, inspire a dynamic team, and ensure stability and success in all aspects of the organization while fulfilling its mission.

RESPONSIBILITIES

1) Expand Audiences

- Drive audience focus – engaging with diverse range of audiences from children to seniors and in between, including book clubs.
- Expand audience diversity and patron demographics.
- Build KPIs through measurable objectives and analytics.
- Increase overall attendance to both free and paid events.
- Grow net promoter score (NPS).

2) Cultivate Marketing, Communications and Awareness

- Heighten awareness of the Festival in Toronto and beyond through targeted marketing and PR strategies.
- Strengthen the marketing message – TIFA is for authors and readers.
- Implement measurable objectives.
- Develop an effective marketing plan.
- Extend media coverage including paid and earned media. Attract favourable mentions of the festival and its programming.

3) Building World-Class Programming

- Design multi-year programming goals.
- Attract more “Headline” authors to the Festival.
- Become the conversation focal point for various themes underpinning the Festival.
- Expand daytime programming.
- Implement “new” programming goals.
- Broaden favorable press coverage.

RESPONSIBILITIES (Continued)

4) Intensify Stakeholder Relations

- Maintain excellent relationships with Government funders at all three levels (City, Provincial, and Federal).
- Increase the quality of programming (the Patrons Program) for individual donors.
- Establish relationships with philanthropic foundations.
- Develop corporate partner and new donor relations.
- Reinforce reputation/credibility with publishers and stakeholders.

5) Implement Management/Leadership Skills

- Employ effective management of all TIFA staff.
- Exhibit leadership by example and team empowerment.
- Foster great working relationships with Harbourfront Centre.

6) Financial Acuity

- Develop and proactively manage financial results.
- Boost fundraising and stakeholder relations.
- Plan a marquee gala fund-raising event to mark start or end of the Festival with a “named” author.
- Maintain awareness of trends and advancements in the digital consumer, online and social media spaces.
- Define and analyze metrics that inform the success and health of TIFA’s online communities.

REQUIREMENTS & QUALIFICATIONS

- 5 to 7 years’ leadership experience developing compelling and engaging programming. Proven operational and managerial experience leading a cultural organization through change.
- Strong business acumen, fiscally responsible and a track-record of developing and executing a strategy.
- Effective fundraiser and partnership builder – confident with “the ask”.
- A creative approach to developing excellent and diverse programming for a variety of audiences and ages.
- Well-connected/networked to the international literary community – authors, agents, publishers (including digital).
- Advanced communication skills, with an exceptional ability to formulate and sell this exciting vision.

PERSONAL ATTRIBUTES

Skills & Strengths

- Brings the desire and dedication needed to rebuild and reinvent TIFA.
- Enthusiastic, ambitious, entrepreneurial and inspiring leader. A self-starter.
- Resourceful and disciplined. A mentor who shares knowledge and strives for growth.
- Passionate for literature and art advocacy – love of reading – current.
- Charismatic (literary impresario) with strong presence to attract and engage authors, donors and the publishing world. Hard driving, results oriented, expects excellence, and enjoys celebrating wins.
- You understand how to identify, attract, and work with the absolute best.
- Ability to instill confidence and work with donors, sponsors and all levels of government.
- Disciplined, organized and adaptable. You are comfortable with ambiguity and constant change.
- Resilient and able to switch gears, make quick and impactful decisions, and accept ownership.
- Polished and can represent TIFA in a public forum and be the Festival's public face.
- You are a strong catalyst for action. You are energetic and take initiative.
- You are highly data-driven.
- A stellar reputation for integrity and innovative leadership.
- A deep willingness to learn and grow – seeking to acquire new skills as needed.
- You are highly intuitive and a great judge of talent and character.

COMPENSATION

- Competitive base salary commensurate with experience.
- Potential opportunity for corporate bonus.
- Standard benefits package.
- Four (4) weeks vacation.

INTERVIEW PROCESS

- Upon qualification by IQ Partners, successful candidates can expect their first interview to be conducted directly by the Search Search Committee.
- Successful candidate may go through final interviews with HR and complete an online psychometric test.
- Ideal timing for hire: by November 2019.

VIDEOS & PODCASTS

Save-the-Date for the 40th edition of the Toronto International Festival of Authors

[Watch here](#)

TIFA Backlist first season Podcast

[Listen here](#)

LEADERSHIP TEAM

Marah Braye, Chief Executive Officer, Harbourfront Centre

Christine Saratsiotis, Deputy Director, Toronto International Festival of Authors

Amy Dennis, Head of Marketing, Toronto International Festival of Authors

Board of Directors

A. Charles Baillie, President

Harriet Lewis, Vice President/Secretary

Camillo di Prata, Treasurer

Gail Appel

Dionne Brand

Marah Braye

Rupert Duchesne

John Macfarlane

Beth Nowers

Valerie Pringle

Tina Srebotnjak

PARTNERS

Government of Canada, Canada Council for the Arts, Ontario Cultural Attractions Fund (OCAF), Ontario Creates, Ontario Arts Council, Toronto Arts Council, Toronto Star, University of Toronto Book Store, The Westin Harbour Castle Hotel Toronto, Hachette Book Group Canada, Harper Collins Publishers Ltd., CBC Books.ca, NOW Magazine, Quill & Quire, Hal Jackman Foundation, Henry White Kinnear Foundation, K.M. Hunter Charitable Foundation, The Norman & Margaret Jewison Charitable Foundation. More to be found here: [Link](#)

TIFA's search for an Artistic Director is being led by a team from IQ Partners:

Phil Frappier

VP Client Services
416.599.4700 x270
frappier@iqpartners.com

Bruce Powell

Managing Partner
(416) 599-4700 x223
powell@iqpartners.com

IQ PARTNERS – an executive recruiting firm servicing markets in Canada and the United States and Internationally.