

# Application Brief – Project Director, Geneva 2018



**Employer:** The Menuhin Competition Trust / Fondation Concours Menuhin

**Location:** Geneva

**Salary:** negotiable according to experience

**Closing Date:** 5<sup>th</sup> September 2016

**Contract:** fixed-term; from as soon as possible to June 2018

## About us

Founded by Yehudi Menuhin in 1983, the Menuhin Competition is the world's leading international violin competition for young musicians under the age of 22. It has consistently attracted some of the greatest young talents from all over the world and previous prize winners include Tasmin Little, Nikolaj Znaider, Ilya Gringolts, Julia Fischer and more recently Chad Hoopes and Ray Chen and Callum Smart.

Going beyond the boundaries of traditional music competitions, the Menuhin Competition is a feast for music and violin fans from all over the world. Each competition becomes an eleven-day festival of concerts, masterclasses, talks and outreach activities with world-class performers.

Held every two years, recent competitions were held in London (2004), Boulogne (2006), Cardiff (2008), Oslo (2010), Beijing (2012), Austin, Texas (2014) and most recently in London from 7-17 April 2016 in celebration of Yehudi Menuhin's centenary.

The next edition of the Competition will be held in Geneva from 12-22 April 2018. The Competition is run the Menuhin Competition Trust, a UK registered charity, which has established a fully funded Geneva "Fondation" through which to plan and deliver the 2018 event in Geneva in co-operation with our local partners.

## About the job

The Project Director will be based in Geneva. They will work closely with the London-based Executive Team (General Manager, Artistic Director and Chairman). The Project Director will be responsible for the local delivery and marketing of the Menuhin Competition Geneva 2018, ensuring the event is delivered on time, within budget and in keeping with its outstanding international reputation for excellence. See <http://menuhincompetition.org/in-summary/> for the documentary presentation and summary report of the most recent Competition in London.

The Project Director will manage relationships with partner organisations in Geneva, plan and implement marketing, communications and ticket sales strategies, secure and manage service providers as required and lead the locally hired Project Team of the 2018 Competition, which they will recruit and manage based on the roles and resources anticipated to be required.

This role requires solid experience in the delivery of high-profile music events in Switzerland and a proven track-record in strategic planning and thinking, excellent

administrative- and people skills and all-round hands-on experience in all production aspects of a music event. We envisage the local Project Team to grow to include a full time Project Coordinator, part time Sales & Marketing Coordinator and part time Outreach Coordinator, as well as a team member to look after VIP management in the few months leading up to April 2018 and various short-term staff and volunteers during the Competition itself.

We aim to make the full-time appointment to begin full-time from as soon as possible in Autumn 2016 but could envisage a part-time start to the contract.

## **Key Skills, Knowledge and Experience:**

### **Essential**

- Outstanding verbal and written communication skills in English and French
- Strong understanding of the music scene, including experience of successfully marketing music events and establishing networks
- Minimum of 5 years' experience in Arts and Event Management, with demonstrable large-scale live event project management expertise (preferably but not necessarily in classical music)
- Good marketing and communication skills including demonstrable experience in handling social media
- Clear track records of success in leading teams as well as strong management skills. Willingness to manage and coach a small team of fixed term contract staff, interns, volunteers and to secure strong relationship with service providers
- Proven ability to manage multiple internal and external stake-holders and collaboration partners
- Financial experience of managing a large event budget

### **Preferred**

- Experience in the classical music industry
- Experience of working in an international environment and with high profile artists and individuals
- Experience in handling marketing and communications and social media
- Good understanding of Geneva's stakeholders (local authorities, music scene, private music-lovers etc)

### **Personal Qualities**

- High level personal, communication and organisational skills
- Proactive with a capacity for logical thought
- Outstanding attention to detail
- Enthusiastic interest in classical music and youth
- Energetic, self-directed and a positive team player
- Comfortable within both local and international environments

**Applications including a covering letter in English, CV (in English or French) and the names of two referees must be received by latest 5<sup>th</sup> September 2016 by email to [application@menuhincompetition.org](mailto:application@menuhincompetition.org)**

**Candidates must be available for interviews in Geneva between 21-23 September 2016.**

## **Project Director Job Description**

Fixed term contract starting as soon as possible until June 2018

**Reports to:** The London-based Executive Team

### **Purpose:**

The Project Director will be responsible for the local delivery and marketing of the Menuhin Competition Geneva 2018, ensuring the event is delivered on time and in keeping with its outstanding international reputation for excellence.

## **Main Duties and Responsibilities:**

### **1. Management**

- a. Project Management of the Menuhin Competition Geneva 2018 on site in Geneva
- b. Proactive management of the relationships with partner organisations of the Competition in Geneva
- c. Ensure communication and co-ordination of artistic planning activities between the Artistic Director and all relevant parties in Geneva
- d. Manage organisational- and team development leading up to the 2018 event including a Project Team, service providers, intern and volunteer recruitment as required
- e. Source, secure and manage service providers for communication, filming and live-streaming, marketing, catering and other services as required
- f. Recruit, train and manage team members, interns and volunteers as required
- g. Develop and manage budget and finances for all Geneva-based expenditure
- h. Ensure compliance with Swiss legal requirements (insurance, data protection, child protection etc)

### **2. Operations**

- a. Manage and oversee all aspects of the event delivery in Geneva
- b. Manage venue and room requirements for rehearsals, performances and hospitality
- c. Manage stage Project of all competition events in collaboration with stage managers at venues
- d. Organise filming and web-streaming of the entire competition (live and on-demand)
- e. Produce event schedules in collaboration with the Artistic Director and distribute relevant information and performance schedules as required
- f. Book accommodation and travel for jury members and organise all required ground transport in Geneva
- g. Arrange accommodation for competitors in collaboration with a partner organisation in Geneva
- h. Arrange hospitality and catering as required
- i. Ticket management for Trustees, VIPs, sponsors, competitors and guests

### **3. Administration**

- a. Advise on artist contracts (jury and accompanists) in compliance with Swiss law
- b. Applying for work permits and visas for jury and other performers as required to comply with Swiss law
- c. Administration relating to visa and performance permits for competitors as required by Swiss law and child protection legislation if applicable
- d. Oversee Competition Coordinator's co-ordination of timetables and distribution of relevant information and performance schedules in collaboration with the General Manager
- e. Invitation management for receptions and events leading up to and during the Competition

### **4. Marketing**

- a. Develop and implement delivery of a comprehensive marketing and communications plan for all Competition events in Geneva
- b. Co-ordinate and implement marketing activities with Competition partners and sponsors as required
- c. Manage advertising and advert Project as required
- d. Monitor and evaluate marketing activities of the Competition in Geneva
- e. Ensure that General Manager is kept up to date with all Geneva-related marketing and communications so that these can be incorporated into the UK-based activities

### **5. Communications**

- a. Be an informed source of information with regard to the Menuhin Competition Geneva 2018 and its events programme, as well as the past Competition activities and inter-competition events
- b. Oversee/manage delivery of successful PR campaign by local PR firm; provide PR firm with information, input and guidance as required
- c. Monitor and evaluate communications activities of the Competition in Geneva