



Featured Artists Coalition

*The FAC is the only organisation that represents Featured Recording Artists in the UK. It is a collective voice and vehicle for change for artists, a trusted home and a real community. A non-profit led by artists for artists. Through thought leadership and education, it provides a beacon to government and the wider community. Unique to the FAC is the rolling Artist in Residence Creative Executive Officer (AIR-CEO), to steer the organisation, keeping it fresh and relevant, connecting with new members.*

### **CEO – Featured Artists Coalition (FAC) – Job Description**

Based at our London Office

Reporting to the FAC Board and collaborating with the AIR-CEO

#### General:

- Promote recognition, respect and understanding of the FAC's work.
- Ensure that the organisation is adequately financed and sustained.
- Develop, review and maintain a strategy to procure the aims of the FAC with the AIR-CEO and FAC board.
- Guide and support the AIR-CEO, a rolling featured artist leadership position.

#### In recent years our main aims and strategies have included:

- Promote the concept of artist as entrepreneur, putting forth a positive and proactive narrative that elevates the status of artists within the music industry, with government and policy makers and to the broader public.
- Promote transparency and fairness within the music industry, that artists should receive a fair share of the reward for their work and on reasonable terms.
- Demonstrate thought leadership and a proactive approach to embracing and adopting new technologies in a manner that benefits the artist.

#### Where we'd like to go:

- Educating artists on current and future music technologies and services.
- Creating a knowledge base, second to none for its pro-tier members.
- Being the go-to organisation for artists seeking information and advice concerning their career.
- Influence the policy agenda, providing an authentic artist voice to politicians to affect change in the interest of artists and their fans.

### Organisational Duties

*The FAC consists of the AIR-CEO (currently recording artist Imogen Heap) and a part-time FAC assistant. Two board members also provide part time/ ad hoc resource to the organisation. The FAC Board has 18 members and a Company Secretary who also acts as Finance Director.*

- Day-to-day management of staff, including their development and advancement.
- Plan operational meetings and agendas.
- Plan board meetings, agendas and papers.
- Source members (including board directors) for any relevant committees or initiatives and oversee their correct functioning.
- Liaise with any and all industry bodies, especially the MMF and its officers.
- Recruit new members to the FAC at all levels and retain present ones.

### Artist in Residence, Creative Executive Officer (AIR) program

- Roughly every 9 months or so, the FAC will rotate its AIR. The AIR acts as the public face of the organisation.
- The CEO shall assist the board in recruiting a new AIR and shall brief the AIR on their responsibilities once appointed. This shall be tailored to the strengths, interests and likely time commitment of the artist in question.
- The CEO and AIR shall then collaborate on the running of the organisation, with the CEO as the operational lead and the AIR as the figurehead.
- It is therefore essential that the CEO is able to forge a close working relationship with recording artists, while also showing the necessary leadership skills to lead the organisation remembering always that the FAC exists to serve the artist community.

### Political and Industry Representation

- Develop the FAC's government and industry relations strategy in conjunction with the FAC board.
- Maintain effective relationships with politicians, policy makers, music industry trade organisations in addition to individual organisations (e.g. record labels and collection societies), executives and entrepreneurs; both in the UK and internationally.
- Coordinate the FAC's efforts with other artist organisations around the world via the FAC's membership of the International Artist Organisation (IAO).
- Develop the FAC's media strategy, leading its Communications team and operations across all media. Provide briefing support to the FAC board and individual artists who participate in media opportunities as they arise.

### Finance

- Lead fundraising efforts, in conjunction with the AIR, to ensure the continued operation of the organisation, to sustain its salaries and overhead, but also to expand and develop the scope of the FAC.
- Fundraising includes a Patrons programme aimed at high net worth artists and individual supporters, a recently launched PRO tier for FAC members and ongoing grant and foundation funding for the FAC.
- The CEO shall be responsible for the day-to-day financial management of the organisation in conjunction with the Company Secretary/ Finance Director. This shall include producing budgets, cash flow and management accounts on a regular basis.

- Underpinning fundraising and the financial management of the organisation is strong governance. As CEO you shall be responsible for the governance of the FAC, making recommendations to the board on how best to optimise its governance in reference to best practice and available resource.

#### Education

- Oversee education and mentoring programmes including the “All About” series and Open Artist Sessions.
- Managing existing educational projects with Middlesex University, Manchester University and develop others where appropriate.

#### Events

- Jointly with the MMF, overseeing the annual Artist and Managers Awards show, providing input from the FAC into the nominations process and wider production.
- Introduce an inaugural Patron’s event to help galvanise the fundraising process.