

**NITA AMBANI PERFORMING ARTS CENTRE, MUMBAI
CHIEF EXECUTIVE OFFICER**

CANDIDATE BRIEFING DOCUMENT

1. Background Information.

Dhirubhai Ambani International Convention and Exhibition Centre (DAICEC) in Mumbai, India is Reliance Industries' spectacular multi-use development project, located within the heart of Bandra Kurla Complex, a commercial complex in the suburbs of Mumbai. A first of its kind in South Asia, it draws inspiration from best in class hospitality, convention and exhibition centres from around the globe. DAICEC will also house the Nita Ambani Performing Arts Centre, the stunning “jewel in the crown” and a prominent feature of the complex. The Centre is scheduled to open at the end of 2018, and be fully operational during 2019.

DAICEC is located within the Bandra Kurla Complex (BKC) area, the pre-eminent business hub in Mumbai. Close to the international airport and other amenities, BKC has seen a large growth in new housing over the last ten years and is predicted to continue growing. New Metro underground lines are coming to the area and a high speed train is also planned to be operational within the next five years.

Nita Ambani Performing Arts Centre (NAPAC)

NAPAC will consist of three main performance spaces:

- 2,000 seat auditorium
- 250 seat Courtyard Theatre performance space
- 125 seat flexible black box studio

There are spacious lobbies on the ground floor, level one and level two. Every level has concession areas and on the ground and second floor there are two dedicated concession areas with bars selling alcohol. There will also be cafes at the entrance to the Centre.

The success of the Centre will be in creating a programme with a strong emphasis on local and national talent, balanced with a smaller number of international events spread throughout the year.

2. The Role

The CEO of the Nita Ambani Performing Arts Centre will be a vital link in the success of DAICEC. He or she will oversee the launch of a brand-new organisation dedicated to bringing the best of Arts and Culture to Mumbai. The opening of the Centre will focus significant attention and renewed interest in the arts, providing a platform for substantial development. It will increase the profile of both local and international artists within India and by creating new, more innovative ways to present the arts, will allow artists to reach a much larger and wide-ranging audience for their work. Reporting to the Centre's governing group, the CEO has three fundamental responsibilities:

- **Managing NAPAC** - the CEO will ensure that the day-to-day operations and strategic management of the Centre are aligned with the overall vision and mission of NAPAC. Demonstrating strong leadership and management capabilities, he or she will combine solid financial control with balanced creative risk-taking and investment, with the ambition for the Centre to become an internationally renowned performing arts centre. The CEO will have a broad-based and comprehensive understanding of the arts, ideally both nationally and internationally, and will bring intuition and common sense to guiding it through this period of opening and growth.
- **Championing NAPAC** - the CEO will promote the Centre to all potential audiences and subscription members in Mumbai, the nation of India and around the world. He or she will ensure that the finest productions and artists are brought to the Centre, programming a variety of work which will cultivate new audiences and showcase the talent of other arts organisations and artists in the wider community.
- **Talent Development** – the CEO will oversee the development and active mentoring and nurturing of the future leadership of the Centre, to create an Indian team of world-class calibre, ensuring the long-term sustainability and success of the organisation.

3. Key Responsibilities

- Provide vision, strategic direction, and day-to-day leadership to the Centre.
- Provide direction for staffing and operating of all departments under the proposed organisational structure.
- Create and oversee the implementation of all policies and procedures for the start-up of the organisation.
- Assist with creating and implementing the branding strategy for the new Centre.
- Oversee the planning and preparation of all aspects of the organisation, delegating to others where appropriate (e.g. Programme Director, Artistic Director, Operations Manager, Technical Manager etc).
- Plan and approve each season, subject to budget requirements and marketing considerations. Plan all productions to fulfil the requirements of each season's schedule.
- Cultivate and raise funds from donors, spearheading campaigns that include major gifts, corporate donations, and planned giving as a part of capital and endowment fundraising.
- Position the organisation appropriately in the market, communicating with the public through media, community organisations, educational enterprises, and similar channels in order to strengthen the Centre's public profile and strong brand equity.
- Increase earned income for the organisation by designing and leading marketing efforts that will attract new audiences, grow both new subscriptions and renewals, and raise the number of overall seats sold.
- Develop and implement business plans that will address marketing, development, financial, information technology, education, and public communications needs.

- Recruit, lead, motivate and manage a staff of professionals and energetic volunteers who are united in achieving a common goal.
- Maintain a high visibility amongst peer institutions internationally as well as with other cultural organisations in the region. Identify and capitalise on opportunities for collaboration, marketing, and membership that will increase revenue and ensure the Centre is a vital part of the community.

The above list is neither exclusive nor exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of this post.

4. Person Specification

DAICEC seeks first and foremost a strong leader, with empathy for the arts. Ideal characteristics of the successful candidate will include:

Leadership

- Leads by force of intellect, personal presence, understated confidence, excellent communication skills, and a compelling vision that inspires others.
- A passion for the arts that energises current stakeholders and motivates those new to the field to become personally involved.
- A creative and strategic thinker with enthusiasm, commitment, perseverance, and the ability to tell the story and 'sell the vision'.
- Accessible and approachable, flexible to a variety of viewpoints, and tenacious in seeing an endeavour to completion.
- A fair and personable individual who takes an open and collaborative approach to volunteers and staff, but who also has the discipline and tough-mindedness to ensure that institutional goals are consistently met.
- Collegial and collaborative, and comfortable leading and guiding others.

Experience

- Absolute credibility in their career track record, which in turn provides the CEO with the ability to speak authoritatively and to generate enthusiasm and motivation to follow him or her.
- Ideally, at least 10 years' experience comprising a comprehensive portfolio of leadership positions in international arts organisations or other highly visible corporate endeavours. Experience in successfully starting an organisation from scratch is desirable.
- Experience in cultivating and raising funds from donors, spearheading campaigns that include major gifts, corporate donations, and planned giving as a part of capital and endowment fundraising.
- A background in marketing and being the 'face' of an organisation in the community.

- Experience of working collaboratively with active and involved stakeholders in commercial environments.
- A history of managing staff for optimal performance.

Skills and Knowledge

- Well-developed political savvy that allows the CEO to work successfully with and among people of wealth and influence, as well as the social skills required to forge strong relationships with key individuals.
- An accomplished communicator who is comfortable presenting both one-on-one and to large groups in order to make a compelling case for the Centre. Skills in multiple languages are an advantage.
- The ability to identify unique expansion opportunities, to develop strategic plans to take advantage of them, to generate funds for their development, and to implement those ideas through new programmes.
- Talent for applying a 'marketing mind-set' and to extending an organisation's reaches to new audiences.
- Ideally, excellent relationships in the world of the performing arts that provide a ready entrée to the field in order to ensure that the Centre will attract the highest quality performances and performers.
- Strong organisational skills, business sense, and financial acumen and the ability to understand the reality behind the numbers and to manage accordingly.
- An awareness and overview of the Centre's operations at all times, with the ability to delegate appropriately as situations develop.

Personal Traits

- A person of unquestionable integrity who honours commitments and deals with people in a straightforward fashion.
- An individual whose personality and temperament align with India, who genuinely appreciates the arts, seeks excellence in every aspect of its culture, and embraces creativity and innovation.
- Self-confident, able to invite disparate views and perspectives.
- A person who relishes the challenge of leading a complex organisation through a period of start up and guiding it to a position of prominence.
- Engaged, personable, and collaborative.
- A positive outlook, an even temperament, and a good sense of humour.
- Emotionally stable and unflappable under pressure.
- A good listener.

How to Apply

Please send a CV and covering letter (no more than 3 sides of A4), stating why you believe you are suitable for the job, to:

Heather Newill
Director
AEM International

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For a confidential discussion, please call Heather Newill on: + 44 (0) 1728 660 026.