

# JOB VACANCY

## Managing Director Busara Promotions



### Job description

**Job Title:** Managing Director

**Reports to:** Board of Trustees

**Location:** Zanzibar

### Introduction

**Busara Promotions** is a non-profit NGO registered in Zanzibar since 2003, building skills and offering professional employment opportunities in an East African music industry that is connected and in exchange with other regions. Its flagship event is the **Sauti za Busara** festival in Zanzibar annually during February, bringing people together in celebration of the richness and diversity of African music.

### Job summary

The Managing Director will be responsible for the overall success of Busara Promotions through leading operations, people and projects; designing plans to meet targets and building or strengthening long-lasting relationships with a wide variety of stakeholders.

The Managing Director will be the strategist and leader who steers the organisation's vision, mission and long-term goals. His/her main role will be to ensure continued progression in professionalism and financial sustainability, with increasing standards of artistic quality, technical production, attendance, participation and audience reach for its annual music festival.

S/he will be subject to the general supervision, advice and direction of the Busara Board of Trustees.

### Key responsibilities

#### Organisational management

- Ensure Busara Promotions remains focussed and consistent in delivering quality activities through the year in keeping with the vision, mission and core values as outlined in its Strategic Plan;
- Lead in developing and implementing Busara's five year strategic plans;
- Ensure organisational policies, procedures and legal guidelines are regularly updated;
- Ensure a positive work environment, preventing and resolving problems;
- Provide strategic advice to the Busara Board and Chairperson;
- Supervise the work of Finance, Admin, ICT, Marketing Managers and other team leaders, providing guidance, motivation and support to drive maximum performance;
- Analyse problematic situations and provide solutions to ensure survival and growth;
- Ensure performance appraisal, staff training and professional development activities are available;
- Ensure systems continue to build skills and capacities for local artists and festival crew members;
- Link and network with other local, regional and international like-minded organisations;
- Assist with promoting Busara activities through the year, including public speaking and representing at meetings and conferences in a professional manner;

#### Financial oversight

- Oversee the organisation's financial performance with sound management procedures;
- Prepare and implement comprehensive business plans with clear timelines and budgets;
- Plan cost-effective operations and market development activities;
- Prepare quarterly summaries and annual reports;

## **Fundraising and resource mobilisation**

- Develop and implement effective fundraising strategies, in line with five year plans;
- Budget and fundraise for the annual Sauti za Busara festival;
- Build long-term, trusting relationships with embassies and donors, business partners, government authorities and other stakeholders
- Ensure funders' contributions (in cash or in kind) are invoiced, delivered and acknowledged; as per contracts and agreements;
- Research potential new funders, prepare and share grant applications or sponsorship packages, with regular meetings and follow up as required;
- Advise and assist in growing self-generated revenues to broaden income streams e.g. tickets and passes, merchandise, film permits, broadcasting rights, advertising and commissions;

## **Monitoring & Evaluation**

- Monitor and evaluate activities, producing reports for donors and sponsors as required;

## **Academic and professional qualifications**

- Degree in Arts, Business or a related field (preferred)

## **Experience**

- Minimum five (5) years' relevant international working experience (compulsory)

## **Key Competencies**

- Excellent leadership and team-playing skills;
- Excellent organisational skills; with ability to plan, multitask and cope with competing priorities;
- Proven financial management, budgeting and reporting skills;
- Proven fundraising skills with major donors and/or sponsors;
- Excellent oral and written communication skills in English (compulsory) and Swahili (preferred);
- Fluency in Word, Excel (compulsory); Photoshop/InDesign (preferred); Quickbooks (preferred)
- Proven interest in African music, arts and culture as tools for development;
- Charisma, integrity, patience, stamina, openness and respect for cultural diversity

## **Office location**

Busara Promotions, Maisara, Zanzibar (off Airport Road, behind tennis courts)

## **Office hours**

Monday – Friday, 8:30am – 5:00pm, including one hour lunchbreak  
Hours are likely to increase January – February, close to festival time

## **Contract**

2 years, starting anytime from 1<sup>st</sup> May 2023 and not later than 3<sup>rd</sup> July 2023.  
The first six months shall be a 'trial' period, to confirm employer-employee suitability.  
If mutually agreed, the contract will be reviewed and renewed after two years

## **Remuneration / Benefits**

The monthly salary will be in the range of 4,500,000/- TZS to 6,000,000/- TZS (tax-deductible); i.e. negotiable based on experience. The employer also offers:

- Tanzanian residence and work permits, if required;
- Contributions to Zanzibar Social Security Fund (ZSSF), as per local laws and regulations
- Leave entitlement: 25 days/year, plus government holidays

## Background / Context

Since 2002, Busara was led by its founder Mr Yusuf Mahmoud (YM), as Chief Executive Officer (BP) and Festival Director, Sauti za Busara (SzB).

Thanks to funding support over the years from Ford Foundation, Hivos, Norwegian Embassy and others, Busara Promotions was able to develop its strategic planning and financial management procedures, thereby increasing the impact and professionalism of its annual Sauti za Busara festival, which is now acclaimed by BBC, CNN, OkayAfrica, Songlines and others as '*one of Africa's best and most respected music events*'.

Busara's main funding partner is now Fumba Town, a project by CPS, that covers core running costs including office rent and salaries (present contract runs until March 2025)

YM plans to retire in 2023. Busara Promotions now seeks to recruit two experienced, dedicated and charismatic professionals: (1) Managing Director (BP) and (2) Festival Director (SzB), to join other full-time staff members presently including (3) Finance & Admin Manager, (4) ICT/Website Coordinator, (5) Marketing Manager and (6) Projects Assistant. During February, around 160 festival crewmembers are also employed each year, with short-term contracts.

Busara Promotions promotes respect for cultural diversity and pluralism. In selection and recruitment, we do not discriminate on basis of race, class, gender, ethnicity, politics or religion.

## More info

[Busara Promotions' Vision, Mission, Strategic Plan, 2019-2024](#)

[Busara Evaluation & Lobby Report, 2022](#)

[www.busaramusic.org](http://www.busaramusic.org)



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