

## Guerrilla Tactics 2018: Creative Director Advert

We are looking for a committed individual with an existing profile within the world of design or the built environment, who has a proven track record for innovation, creativity and thought-leadership.

The Guerrilla Tactics conference has grown rapidly since it was established in 2004, and is now one of the largest RIBA member events, attended by over 230 delegates. The two-day programme, designed to highlight essential **business skills and innovation**, has become a must-attend event in the annual calendar for small practitioners. The challenge for 2018 is to maintain high attendance at the event and to attract an even wider audience, particularly younger and newly qualified small practitioners.

The Creative Director will be responsible for developing the specific theme, programme and content of the 2018 Guerrilla Tactics conference day and help source mentors for a speed-mentoring evening event. The role will require a commitment of up to 15 days between March and November 2018 and will be paid a fee of £5,000 in instalments.

If you would like the opportunity to shape the way architects in small practices run and develop their businesses in the future, please submit your application to [practice@riba.org](mailto:practice@riba.org). The deadline has been extended to **midnight on Sunday 4 March 2018**.

Applications must be made up of the following:

- A CV (maximum of two pages)
- The fully completed Guerrilla Tactics Creative Director Proposal form, which can be downloaded [here](#).

The steering group have expressed an interest this year in receiving proposals focused around: **social benefit, architecture as an expanding field, collaboration** and **marketing or promotion**, with an inspiring emphasis on how small practice's performance can be enhanced by innovative approaches. They, however, remain open to receiving proposals around other themes, which combine the aspirational with business effectiveness and innovation.

### Guerrilla Tactics Theme

The proposal form submitted as part of your application should establish a specific theme, ideas for possible content to cover and different types of presentation/discussions to best communicate learning to delegates, as detailed in the online proposal form.

Past Guerrilla Tactics themes include:

[The Power of Small \(2017\)](#)

[Super Models \(2016\)](#)

[Client Perspectives \(2015\)](#)

**Key responsibilities of the role**

1. Conceiving the overall conference theme and title
2. Supporting RIBA staff with the branding of the event
3. Developing and organising the conference programme
  - a. Developing session formats (lectures, workshops, panels etc.)
  - b. Identifying the session topics/subject matter
  - c. Researching, selecting, contacting and briefing speakers and participants
4. Developing and organising an interactive element to the day
5. Working within the budget set and managed by the RIBA Head of Professional Programmes
6. Liaising with the RIBA staff and Guerrilla Tactics Steering group on all aspects of the conference theme, programme and identity
7. Attending monthly Guerrilla Tactics Steering Group meetings
8. Chairing the conference day from start to finish, including introducing sessions and speakers. (This is subject to the creative director having the relevant experience)
9. Championing the event and supporting the marketing activities on social media

The RIBA staff will be responsible for the operational aspects of the conference:

- Operational running of the conference
- Room bookings and technical support
- Design, marketing, promotion and ticket sales
- Sponsorship and sponsor administration - the Creative Director will be made aware of relevant sponsor benefits and requirements
- Setting and managing the conference budget.
- Signing off on the final programme, including individual speakers.

The Creative Director will work extremely closely with the Guerrilla Tactics steering group. Representing small practices, they steer and provide guidance on the relevance of the content.

*Selection Process:* [Advert placed Thursday 1 February. The deadline has been extended to \*\*midnight on Sunday 4 March 2018.\*\*](#)

**Interviews will take place at the RIBA's offices at 76 Portland Place on the afternoon of Wednesday 18 April 2018.**

**Candidates will be selected on the basis of the following criteria:**

*Proposed theme*

- Content relating to improving business effectiveness
- Learning outcomes for small practice owners and their staff members
- Presentation types including panel debates and an interactive session (see past conferences above).

*Communication skills*

- Excellent interpersonal skills, able to influence, persuade and inspire
- Ability to oversee the production of high-quality material
- Experience of using social and digital media for marketing and outreach
- Public speaking and chairing experience, if the candidate is to front the event.

*Project management skills/experience*

- Experience of project management and delivery within tight budgets and timeframes
- Ability to think creatively and strategically

*Management and leadership skills*

- Excellent leadership skills
- Ability to motivate, inspire and build consensus for the event among RIBA staff, steering group and speakers

*Professional knowledge and experience*

- Experience and knowledge of architectural practice and the construction industry
- Experience and knowledge of business strategy and management
- Experience in events or exhibitions management
- Established network of senior contacts within the architectural profession and construction industry

For all enquiries please email [practice@riba.org](mailto:practice@riba.org).