



Winchester Poetry Festival

FESTIVAL MANAGER (Part-time: freelance or employed)

Role Description

1. SUMMARY

Winchester Poetry Festival (Registered Charity No: 1150997) is seeking to appoint a Festival Manager following the decision by current Festival Manager, Madelaine Smith, to step down after almost 10 years in post. WPF is now looking for a Festival Manager who will act as the executive lead for the organisation, continuing its ethos of being welcoming and accessible and also of the highest quality, working with the Artistic Director (Clare Pollard), and the WPF Board of Trustees, to continue and further grow its success.

The appointed Manager will be an excellent communicator with strong organisational and administrative skills and an ability to work with a diverse range of people from professional poets to partners and stakeholders, participants and audiences, and to volunteers. Flexible and versatile, with a demonstrable commitment to access, inclusion and equality, the post holder will be the key point of contact for all the WPF's partnerships (artistic, business, Friends, educational) or support those relationships where a trustee is the principal contact.

WPF is a flexible employer. We are interested in a range of possible options and responses to this role description. We will consider applications from freelancers as well as an employed post. Workdays/days per week are not fixed and can be agreed with successful applicant. We are also open to job share.

We have set out below the tasks that WPF needs to undertake. It is not comprehensive, and we are very open to exploring with candidates ways in which they might wish to develop the role. We are therefore very open to receiving applications and responses from those with experience in a range of areas. Knowledge of Hampshire/Winchester would be helpful.

2. ABOUT WINCHESTER POETRY FESTIVAL

Established in 2013 Winchester Poetry Festival's (WPF) mission is to bring poetry and poets to new audiences and to introduce audiences to new and diverse poets. We achieve this through a biennial festival, annual poetry prize, an education and outreach programme and one-off events and celebrations. We are international in outlook and rooted in our community: <https://www.winchesterpoetryfestival.org/>

Traditionally, WPF delivers its Festival over a long weekend in October. The 2020 festival was planned for October 2020 but had to be postponed due to Covid Restrictions. While it had been hoped to return to a fully live festival for October 2021, continuing uncertainty led to WPF exploring different and innovative ways of presenting its festival programme. We decided therefore to 'stretch' the festival across a 6-month period presenting a series of Festival 'Shots' (one-day events – with 3 or so sessions per day - which captured the essence and activity of the festival) from May to October.

In 2021, Sasha Dugdale our then Artistic Director decided to step down after a very successful period. We are very pleased to have appointed Clare Pollard as her successor. Clare is currently working on the artistic programme for our 2023 festival.

[The Poet on the High Street programme](#) ran alongside and as an integral aspect of our Festival Delivery Plan for 2021. It was a community heritage residency, funded by the National Lottery Heritage Fund, Winchester BID, Winchester City Council and crowdfunding, and a new initiative designed specifically to facilitate CV19 recovery and:

- enable Winchester’s diverse people of all ages to rebuild and celebrate their sense of place, and express feelings, and hope and plans, through their own poetries.
- act as an accessible catalyst for civic renewal and communication for Winchester’s people and businesses, rebuilding individual and civic identity
- excite community and business engagement in gathering and celebrating the stories, personalities, places and businesses of central Winchester and what they mean to people today.

Please see full details of Winchester Poetry Festival on its website including information about our [Poetry Event on Saturday 8th October](#) at The Arc (formerly the Discovery Centre) in Winchester (. This will see us announcing and celebrating Award winners in our national/international Winchester Poetry Prize, plus a Poetry and Mindfulness workshop, a Poet on the High Street follow-up walk, a close reading with Kathryn Bevis, and the announcement and celebration of the joint Hampshire Cultural Trust/Winchester Poetry Festival Hampshire Young Poet’s competition. This latter initiative is delivered in partnership with Hampshire Cultural Trust as is also, the Hampshire Poet. The appointed Hampshire Poet for 2022-2023 is Dr Nazneen Pathak. Our next Festival is planned for October 2023.

It would be very useful if the appointed candidate were available to attend the Poetry Day on Saturday 8th October.

3. THE BRIEF/ROLE DESCRIPTION

The role of Festival Manager is a pivotal one for WPF. It creates an ideal opportunity for a cultural administrator or manager (or someone who wishes to move into this field) and who is looking to further develop their career. You should be strongly self-motivated and capable of motivating others: approachable and friendly, a committed and experienced planner and strategist, and above all a good communicator.

WPF is a flexible employer. We will consider applications from freelancers as well as an employed post. We are also open to job share. Workdays/days per week are not fixed and can be agreed with the successful applicant. Currently, the Festival Manager works some 100 days during the biennial festival year. The role currently takes less time in the year between festivals.

Job Title:	Festival Manager, Winchester Poetry Festival
Location:	Work from home (locally based) and/or in office hosted by Winchester University
Responsible to:	Chair of Trustees, Winchester Poetry Festival
Salary/fee level:	£28,000 to £30,000 (pro rata) freelance/FTE, depending on experience. The aim is for a one-year contract in the first instance, subject to successful fundraising. The role will commence from January 2023 with c.3 days familiarisation and handover to take place in November/December 2022. If engaged as a freelance contract, WPF, subject to successful fundraising, will aim to make a contract commitment for one year (in the first instance), rather than a fee on a day-by-day basis.
Days per week	Average of 2+ days a week to be worked flexibly over the year – see above re average number of days in each type of year.

	Some evening and weekend work required, especially in September and October.
Leave (if/as relevant):	The holiday year (pro rata) is January to December (if relevant – n/a re freelance contract)
Probationary period:	3 months
Travel:	The post may require occasional travel to London , and across Hampshire; occasionally more widely.

KEY TASKS

The role is both managerial and administrative. You will work in close consultation with the Chair of the Board of Trustees and with the Artistic Director, and also support the growing plans for our education and community work and its delivery as required. You will have the support of Trustees who meet at Board level four to six times a year and who can be called upon throughout the year to offer specialist advice on everything from marketing to the community programme.

You will help us to maintain and develop our position as an innovative and dynamic poetry festival in the UK and play a full part in its day-to-day running as well as advising on its strategic development.

The following are a list of key areas of work and principal tasks. It is not comprehensive and will be subject to further detail. It may also be that, subject to available funds, WPF might wish to outsource elements of these depending on the skills or time availability of the appointed Festival Manager. All to be negotiated and agreed.

Please also see Summary (above).

A) MANAGEMENT, AUDIENCE DEVELOPMENT, AND MARKETING

To supervise and implement the effective delivery of all events and activities including:

1) Biennial Festival (next Festival is 2023)

- a) Close collaborative liaison with WPF's Artistic Director
- b) Day-to-day management of the Festival, including liaison with funders, sponsors, artists, designers, agents, press, venues and partnership organisations, the Festival bookshops and volunteers
- c) Preparation and management of all contractual processes with venues, practitioners, and other freelance roles as required, including addressing accommodation needs and advising on travel
- d) Recruitment, management, training and supporting of a team of volunteers who are vital to the Festival's success
- e) Responsibility for box office, ticketing, volunteer and front-of-house arrangements with The Arc (formerly Winchester Discovery Centre), or any other Festival venues
- f) Co-ordinate all marketing, press and promotion activity developing and implementing a press, PR and marketing strategy
- g) Produce or supervise the production of the festival brochure and leaflets, banners and all other promotional material as required.
- h) Advise on and support virtual accessibility to Festival sessions as relevant
- i) Organise hospitality/ launches/celebrations if/as required

2) Annual programme of activity

- a) Organise, administer, manage and promote the annual Winchester Poetry Prize including contracting the Prize judge, liaison with sponsors, and administration of the Prize-giving ceremonies
- b) Work with Hampshire Cultural Trust to deliver our partnership programmes including Hampshire Poet and Hampshire Young Poets competition

- c) Maintain and develop WPF's online presence, working with the Chair and Artistic Director, including our website, Facebook and Twitter pages, and other appropriate content
- d) Work with Chair of Trustees to write newsletters, blogs, bulletins including those for our Friends and those on our databases
- e) Administer and coordinate the Friends Scheme with the support of a lead trustee
- f) Devise and negotiate 2-3 Poetry events per year to be delivered on an occasional but planned basis
- g) Provide support for the educational and community programme, and its leadership if/as required

B) GENERAL ORGANISATIONAL RESPONSIBILITIES - including relationship management, administration, and finance

- a) Work closely with the Chair of Trustees to whom you will report
- b) Build partnerships and collaborations including with Winchester University who host an office space and represent WPF on Winchester and Hampshire partnership groups such as the Winchester Festival group
- c) Work with Chair of Trustees to maintain close liaison with the Arts Council England and other funders and stakeholders and
- d) Draft Arts Council and other funding stakeholder reports and evaluations with input from Artistic Director and Treasurer, others, as required
- e) Draft the Annual Report for Charity Commission in liaison with the Chair of Trustees
- f) Work with the Board of Trustees to ensure that every area of the Festival's operation is compliant with current Risk Assessment, Safeguarding, GDPR, and Health and Safety policies
- g) Prepare and manage budgets in liaison with the Chair and Treasurer
- h) Fundraise and/or support the fundraising for the Festival including applications to trusts, and approaching sponsors and individuals, facilitating reporting at appropriate times, and maintaining records of approaches made
- i) Manage the office filing and backup systems, data and word processing, emails, mailshots and printing, correspondence, telephone, post and photocopying.
- j) Support trustees in delivering their key governance and policy overview responsibilities, preparing reports and papers as required.

General Requirements for WPF roles

- Undertake the necessary administration involved in delivering the role
- Work closely with colleagues and partners to ensure compliance with all relevant legislative requirements and to adhere to WPF's policies and procedures, including Confidentiality, Data Protection, Environmental, Equalities, Health and Safety and Safeguarding
- Maintain and develop personal skills and knowledge through appropriate training
- To perform own administrative duties
- Undertake other related duties as required by WPF
- Maintaining good general relationships with a variety of organisations

PERSON SPECIFICATION

KNOWLEDGE AND UNDERSTANDING	Essential	Desirable
Knowledge of audience development, PR, marketing processes	✓	
Knowledge of working in the charity and/or creative and cultural sectors or transferable skills from another sector	✓	
Knowledge of a broad range of IT applications including Word, Excel, Outlook, Access, and PowerPoint, ZOOM, or another virtual interface	✓	
Knowledge of website management and social media application including Facebook, Twitter	✓	
Knowledge of and/or interest in the arts, creativity, poetry		✓
Understanding of policy context within which WPF operates	✓	

Understanding of the role of Trustees		✓
Commitment to diversity, inclusion and equality	✓	
Knowledge and understanding of Hampshire and Winchester		✓
QUALIFICATIONS		
Educated to A' Level standard <u>or</u> equivalent, and/or with range of relevant experience	✓	
EXPERIENCE		
Experience of project, programme or organisational management/administration	✓	
Demonstrable experience of working with a wide range of people – may include e.g. trustees, or practitioners, or volunteers, or young people, or partners, or stakeholders, or funders	✓	
Experience of fundraising - and/or an understanding of funding sources and the challenges associated with fundraising		✓
Experience of overseeing and /or managing contracts		✓
Experience of working as part of a team		✓
Experience of event management and risk assessment	✓	
Experience of working independently and organising own workload	✓	
SKILLS		
Excellent communication skills	✓	
Excellent written communication skills including e.g. through use of standard office IT systems	✓	
Strong organisational and administrative skills, the ability to prioritise workload	✓	
Skills in partnership development and management	✓	
Ability to draft reports and contribute to quality assurance systems and evaluation	✓	
High degree of commitment and flexible approach to working	✓	
Ability to work well on own initiative and as part of a team	✓	
PERSONAL ATTRIBUTES		
Confident positive and personable in the context of communicating with a diversity of people	✓	
Creative thinker	✓	
Keen and willing to learn new skills	✓	
Takes responsibility for own actions and the outcomes that result	✓	
Confidentiality and diplomacy	✓	
Sense of professionalism and a pride in the work produced	✓	
A creative problem solver		✓
Willing to share knowledge		✓
Understands own strengths and weaknesses and committed to personal learning and development		✓

4. APPLICATION PROCESS/ HOW TO SUBMIT A RESPONSE

Please provide the following information by the deadline of **Friday 9th September** at 12 noon:

- Personal statement addressing the role specification and highlighting the relevance of your work and experience to the role on more than 2 sides of A4 (please also indicate whether you are interested in working in a freelance capacity or as an employee)
- Current CV
- Contact details of two referees (referees will not be contacted without your permission)
- Confirmation of public liability insurance for those wishing to apply in a freelance capacity.

Please email your application, clearly titled **Application for Festival Manager** by the deadline of **Friday 9th September** at 12 noon to: Madelaine Smith at hello@winchesterpoetryfestival.org

Shortlisted candidates will be informed by Wednesday 14th September.

If you wish to have an informal discussion about the role, please contact Madelaine Smith on: hello@winchesterpoetryfestival.org

5. INTERVIEWS

Interviews will be held in Winchester on **MONDAY 19TH SEPTEMBER** (venue tbc)

6. MANAGEMENT AND REPORTING ARRANGEMENTS

The post will report to Chair of Trustees, Jane Bryant, who will act as line manager.

7. OTHER INFORMATION

Equal Opportunities

Winchester Poetry Festival has an active Equal Opportunities policy. No job or role applicant or employee shall receive less favourable, or more favourable, treatment on the grounds of age, care of dependents, disability, gender, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion & belief, sexual orientation or socio-economic background & status.

WPF will endeavour to meet the access and support needs of employees as far as possible within the terms and conditions of their employment.

A commitment to the environment

WPF has a robust commitment to working in an environmentally sustainable way. Our plans will include a commitment to:

- Using recyclable, environmentally-sound materials from local suppliers
- Walking, cycling or using public transport where possible and feasible
- Delivering community/heritage workshops, when face-to-face, (depending on CV19), in settings accessible by public transport. We will provide transport guidance.
- Reviewing learning from the POHS programme – and with advice from Fit for the Future - to inform a WPF environmental sustainability policy going forward.

Confidentiality

The appointee is required to maintain the confidentiality of all propriety or privileged information which they may be party to during the contract, and they are expected to work on behalf of Winchester Poetry Festival.

Thank you very much for your interest in this role.

25th July 2022