

Appendix One

1.0 Recruitment of Festival Director

- 1.1 To facilitate the Festival's development a Festival Director should, if at all possible, be recruited on a freelance basis, contracted to work a number of days spread over 12 months.
- 1.2 Tasks, roles and responsibilities should be clearly allocated between the Management Committee, Festival Director and the in kind admin, marketing and book keeping supported to be provided by the Area Management Committee and Town Centre Manager
- 1.3 Clear lines of communication will be essential between the three bodies

2.0 Outline of Role Festival Director - Morley Literature Festival

Directly Responsible to: The Festival Management Committee

Responsible for: Volunteers, freelance and casual staff.

Fee £5,000

Number of Days 39 (i.e. £130 per day)

2.1 Purpose of role:

- To programme and deliver the annual Morley Literature Festival.
- To liaise and work in conjunction with relevant partners to deliver Festival events, workshops and projects
- To manage and support any staff and volunteers working on the Festival.
- To work with Regeneration Unit to market and publicise the Festival
- To identify new funding sources, write funding applications, identify and involve Festival sponsors
- To draft the Festival's budget estimates and work within budget headings
- To make arrangements for the Festival's ticketing

2.2 Reporting To

The Director will report regularly to the Management Committee (monthly/bi-monthly)

2.3 Admin Support

The Area Management Team (AMT) will supply in kind admin and bookkeeping support of up to 6 hours per week (to be reviewed)

Appendix One

2.4 Tasks

2.4.1 Programming

- To draft the annual artistic programme and budget estimates.
- To prepare detailed plans for each year's festival
- To develop and devise new outreach projects as appropriate
- To book writers, performers, interviewers and event chairs as appropriate
- To book and liaise with venues, ensuring all health and safety procedures are in place

2.4.2 Festival Delivery and Event Management

- To take overall responsibility for the smooth running of Festival and liaison with artists, audiences, sponsors etc
- To book/hire appropriate technical equipment and staff
- To run the Festival on a day to day basis during events
- To manage individual Festival events and ensure the safety, success and comfort of all concerned
- To be available during the Festival to liaise with artists, funding bodies, sponsors, press and the public

2.4.3 Fundraising and Sponsorship

- To identify potential funders
- To write funding applications as needed
- To liaise with regional funders, including ACEY and Leeds City Council, making applications and ensuring returns are made
- To develop links with charitable trusts and to identify appropriate trust funding
- To identify and work with potential sponsors, partners and supporters
- To develop and maintain links with existing sponsors, partners and supporters

2.4.5 Financial Tasks

- To have an input to/help draw up the annual budget and any three year financial plans
- To work within established budget headings and minimise unnecessary financial risks
- To provide regular financial information to the AMT and provide information needed to enable them to process and draw up invoices etc
- To explore ways maximising Festival income

2.4.6 Box Office

- To ensure that adequate and effective box office systems are in place in the short term
- To explore the pros and cons of linking the Festival into the LCC ticketing system

Appendix One

2.4.7 Management

To manage the Festival team- coordinating and supervising any technical, production and casual/temporary staff, and volunteers

To manage any freelance arts workers, workshop leaders or project managers employed by the Festival

Together with the AMT, draft any further job descriptions needed for agreement by the Management Committee

To identify and recruit volunteers

Together with the ATM, draft contracts for freelance staff and project workers/workshop leaders

Together with the ATM ensure that staff and volunteers have access to appropriate training opportunities

2.4.8 Website

To ensure that the Festival has an appropriate web presence either through its own site or through a page on a relevant site

To provide images and copy for the website and ensure it is regularly updated

2.4.9 Liaison

To work with the Management Committee to liaise with local partners including: the Leeds Library Services, Education Leeds, local schools and Community Groups

To liaise with any council staff working on the Festival

2.4.10 Administration

To carry out all administrative tasks associated with the Director's role including correspondence with authors, publishers, funders and members of the audience.

Carry out administrative tasks associated with booking venues, equipment, events and authors travel and accommodation

To ensure audience queries and complaints are dealt with promptly and courteously.

2.4.11 Press, Marketing and Publicity

To have an input to marketing plans and timetables drawn up by the Regeneration Unit and Town Centre Manager with the aim of developing the Festival's audience

To provide information and copy as required for press releases

To provide copy for publicity material and supply information on events and authors to listing magazines and relevant outlets as required

To be able to input to the design and type of marketing materials (eg. programme, flyers, posters)

2.4.12 Audience Development

To identify areas for audience development

To work with the TCM and AMT to ensure the relevant material is sent out to specific targeted groups

Appendix One

2.4.13 Monitoring and Evaluation.

To have an input to Festival feedback, monitoring and evaluation forms and questionnaires drawn up by the Regeneration Unit

To make relevant returns and reports to funders.

To make use of monitoring and evaluation data supplied in relation to the Festival in planning for future developments

3.0 Recruitment Process for Freelance Festival Director

- Draft short description of role and number of days
Set closing date three weeks ahead
Set interview date two weeks after that
- Circulate on Arts Jobs
- Circulate via other literature Festivals- Ilkley; Beverley; Sheffield; Bradford; Hull
- Circulate via arts@leeds mailing list
- Circulate via ACEY mailing list (literature office; drama officer; combined arts; diversity officer)

If budget:

- Place advert in YEP
- Place advert in local paper

Send out role description and person spec

Allow three weeks for applications to arrive.

CV

Covering letter explaining how would approach role (experienced freelance people may have their own ideas of how to deliver the Festival effectively)

Short list

Interview up to 4 candidates