

Lincoln Book Festival Festival Director Brief



CONTEXT OF THE BRIEF

Lincoln Book Festival are seeking a highly creative and entrepreneurial individual with exceptional skills in developing an artistic, innovative and sustainable programme.

The post holder will demonstrate an ability to think strategically and track record of partnership working and have the ability to network at senior levels; building partnerships within the literary, sponsorship and philanthropic arenas.

Lincoln Book Festival is an annual literary festival organised and managed by the Lincoln Book Festival Company limited by guarantee. This is a not-for-profit organisation (charitable company) comprised of trustees/directors and committee members, all of them volunteers.

The festival, which has run annually in the city for two decades, is supported each year by generous local businesses, organisations and individuals through sponsorship and in-kind support. Previously specialising in guest talks by acclaimed authors in history writing and historical fiction, in recent years the festival has diversified its offering to appeal to a broader demographic through a greater variety of genres and literary formats.

For the 2024 iteration the Lincoln Book Festival will enter into a partnership agreement with University of Lincoln through Lincoln Arts Centre who will act as a festival hub, and will contract and fund the position of festival director. This partnership is made possible through the University of Lincoln's successful bid to join Arts Council England's National Portfolio of Organisations (NPO). Whilst contracted by University of Lincoln the post holder will report directly to the Book Festival Trustees who produce the festival independently and provide oversight of the programme.

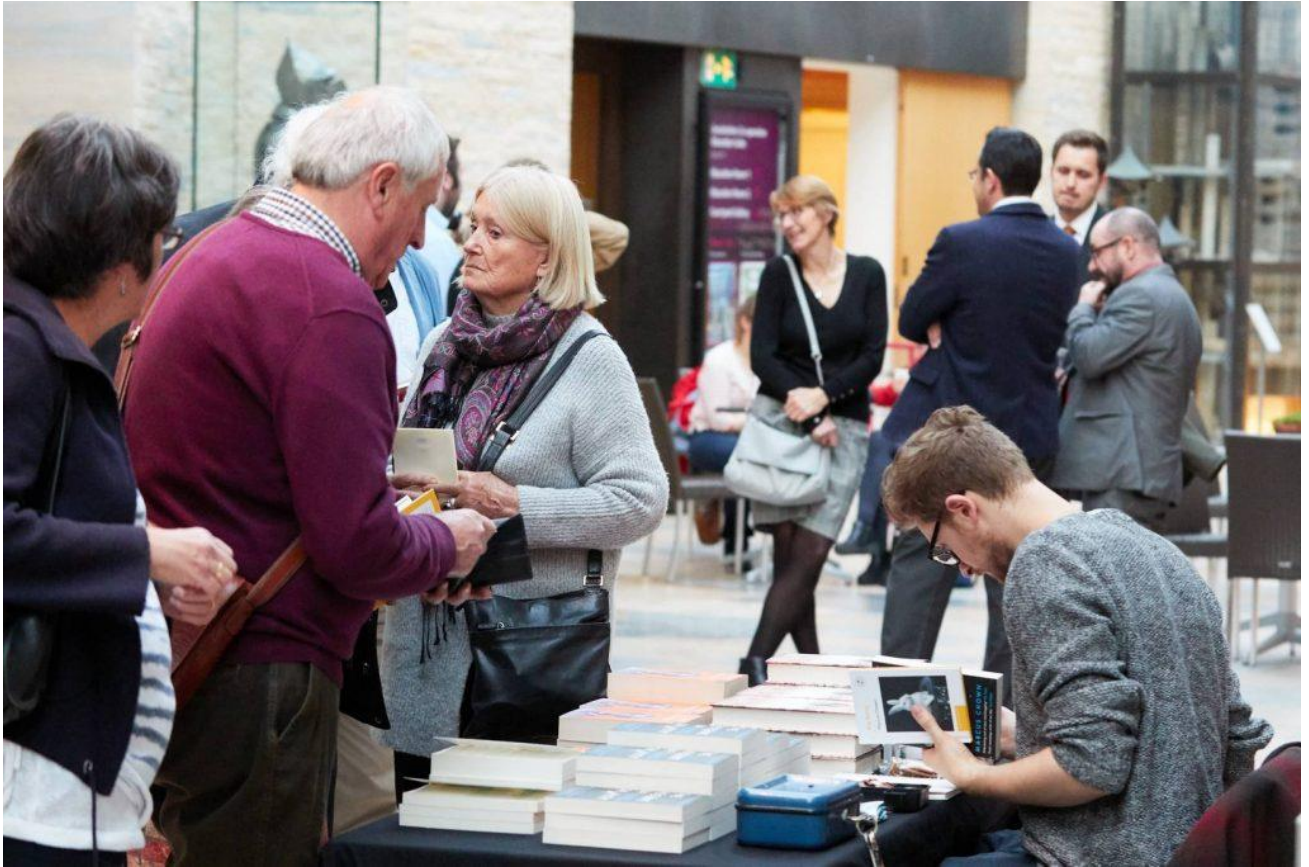
We actively celebrate diversity and recognise the contribution diverse perspectives bring in making our world a better place and encourage people from a diverse range of backgrounds to apply.

THE FESTIVAL DIRECTOR HEADLINE BRIEF

The new Festival Director will be responsible for leading on the programming and production of Lincoln Book Festival in 2024. The role will work directly with the organising committee of trustees and volunteers and book festival partner organisations to produce a festival of ambition, professionalism and scale that present a wide range of events and that demonstrates the diversity of literature and publishing industries.

The Festival Director will bring a nurturing and entrepreneurial flair to strengthening new and existing partnerships and diversify sources of income for 2024 and, alongside the committee, establish a strategic direction for future iterations of the festival.

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| COMMISSIONER | University of Lincoln's Centre for Culture and Creativity |
| REPORTS TO | Lincoln Book Festival Committee |
| FEE AND EXPENSES | <p>£8400 (this equates to 28 days at £300 per day for the duration of the contracting period which would be from September 2023 – July 2024)</p> <p>There is also an allocated expenses budget of £600 to support travel.</p> <p><i>You will be responsible for your own tax and national insurance liabilities.</i></p> |



THE BRIEF IN DETAIL

Programming and Management

- Creation of a compelling literary programme that
 - Presents and works with a wide-range of writers, performers, publishers, agents and creative organisations.
 - Attracts funding.
 - Attracts significant public engagement and develops audiences.
- Lead on the management of the Lincoln Book Festival's events and activities, including financial management, production, artistic liaison, venue liaison and presentation.
- Establish and design strategic communications plans for the festival that can be utilised and disseminated to partners and volunteers to ensure that Lincoln Book Festival has brand consistency and is well promoted.
- Liaise directly with Lincoln Arts Centre as the Festival Hub, to provide information to their box office, technical and marketing personnel in a timely manner.
- Strengthen existing partnerships with organisations and venues in the city.
- Establishing effective evaluation frameworks and data collection to ensure that audience monitoring takes place across the range of activity.

Development, Networking and Fundraising

- Negotiate and secure new partnerships with other suitable venues and organisations.
- Support the Trustees engaging potential sponsors and other funders to part-fund the Lincoln Book Festival.
- With support from partners, prospect funding avenues and write bids.

Additional Responsibilities

- Monitoring and actively seeking to reduce the environmental impact of Lincoln Book Festival.
- Liaise directly with and galvanise local service providers and agencies with an interest in the region's arts and cultural offering such as Destination Lincolnshire and others
- Actively promote Lincoln as a place that produces and presents high quality cultural experiences.
- Provide the Festival Committee with a three year pathway for development based on established learning from the 2024 iteration.

KEY WORKING RELATIONSHIPS/NETWORKS

| INTERNAL | EXTERNAL |
|---|---|
| Festival Committee Chair Festival Committee Treasurer Festival Committee Trustees Members of University of Lincoln Centre for Culture and Creativity Lincoln Arts Centre team Volunteers | Partner Venues Local Press Authors Agents Publishers and Publicists Funders Contractors Volunteers |

All images by Phil Crow



CONSULTANT EXPERIENCE AND COMPETENCY TABLE

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| Evidence of strategic vision and drive |
| Successful track record in managing city-wide events |
| Experience of liaising with volunteers |
| Budget management and track record of reporting to external stakeholders |
| Knowledge of literature and literature sector from the UK and beyond |
| Understanding of publishing industry |
| Communications skills, both verbal and written |
| Time management and prioritising skills |
| Interpersonal skills with the ability to build relationships effectively |
| Good IT skills – competent user of Microsoft Office |
| Proactive, effective team worker and able to demonstrate initiative |
| Willingness to learn and respond to feedback |
| Team working |
| Good interpersonal skills |
| Flexibility and adaptability |
| Confidence and credibility |
| Attention to detail |
| Ability to engage with colleagues at different levels |
| Ability to organise own workload and work to deadlines |

How to Apply:

To express interest in this post please send an accompanying letter detailing how you have responded to the brief, and an outline of your approach to festival curation alongside a CV which should detail your experience and skills to match the table above (no longer than 5 A4 pages), to Ben Anderson on banderson@lincoln.ac.uk **by 12 noon on Wednesday 13 September 2023**

For an informal conversation about the post you can contact Ben. (*Not available between 28 – 31 August*).

Key Dates:

- Deadline: 12 Noon Wednesday 13 September 2023 *Please include two referees, who are available for a conversation prior to shortlisting conversations.*
- Shortlisting Conversation: Monday 25 September 2023

We look forward to hearing from you.