

DIDSBURY ARTS FESTIVAL DIRECTOR 2020/21 ROLE DESCRIPTION

Directly Responsible to: Didsbury Arts Festival Board

Responsible for: Volunteers, freelance and casual staff (as applicable)

Purpose of role:

- To design, develop and deliver the DAF 2021 nine-day festival programme in accordance with the DAF vision and framework
- To liaise and work with the wider DAF network, relevant partners (including community groups, venues, schools, artists) to deliver festival events, workshops and projects.
- To establish and chair a festival committee which supports and delivers the festival
- To recruit, manage and support any staff and volunteers working for the festival
- To market and publicise the festival, working with the press, marketing & social media team
- To identify and secure ACE and other grant funding to deliver the festival, working with external and/or volunteer DAF fundraisers
- To help identify and deliver sponsorship and advertising packages
- Attend Executive Board Meetings
- Collate post-event, stakeholder and audience feedback and statistics to support funding applications and produce a post-festival report and evaluation

Fee

The fee will be £13,000 payable at regular intervals and against agreed deliverables during the contracted period of 1 February 2020 to 30 September 2021 (equivalent to 87 days at £150 per day). There is the potential for the Director to earn further 'project fees' subject to successful grant funding. Fees might typically be in the region of £5,000 - £10,000 during the contract period.

Sick/Annual leave

No sick leave or annual leave is paid through this contract work.

Expenses

All expenses incurred as a result of work for the Didsbury Arts Festival will be met through the contract fee. No additional funding for expenses is available e.g. petrol expenses, accommodation or parking fees.

All costs incurred by the Director to deliver the festival, and which form part of the agreed Festival Budget (e.g. materials, printing costs, artists expenses), will be reimbursed in line with the

expense policy.

Tasks

The following will comprise the key tasks to be performed by the Director:

Programming

- To design, develop and deliver the 2021 festival programme, working with artists and community stakeholders
- To commission new artistic projects in line with the festival theme
- To develop and devise new outreach projects, expanding on past work
- To book writers, performers, interviewers and event chairs
- To book and liaise with venues, ensuring all health and safety procedures are in place
- To be an advocate and a promotional figurehead for the festival

Festival Management and Delivery

- To chair the festival committee
- To take responsibility for the smooth running of the nine-day festival, running the festival on a day to day basis during the festival week
- To be available during the festival to liaise with artists, funders, sponsors and the public
- To introduce, where appropriate, authors at events
- To recruit and manage the Festival Coordinator and team - supervising and coordinating any technical, production and casual/temporary staff and volunteers, working alongside the Volunteer Coordinator
- To liaise with local partners, including the Manchester City Council (local services), local schools and community groups
- To develop links with other Manchester-based arts festivals

Marketing and Promotion

Working with the DAF Chair and Press Officer:

- To be responsible for strategic marketing and audience development
- To develop and manage the festival's online and social media activity, working closely with the Press, PR & Marketing volunteers, and local and regional media and online partners
- To manage the creation and distribution of publicity material
- To draft copy for online and printed publicity material
- To oversee PR, working with the DAF Press Officer, to ensure the promotion of the festival

- To develop the mailing list and ensure that data protection is observed
- To work with the festival's partners on creative marketing and communications
- To ensuring the smooth running of DAF event-ticketing

Financial, Fundraising and Sponsorship

- To work closely with the festival's Treasurer; to ensure that the festival runs to budget and that good financial policies and procedures are observed.
- To identify potential funders and write funding applications as appropriate
- To liaise with key regional funders, including Arts Council England and Manchester City Council
- To identify and work with potential and current sponsors, partners and supporters

Monitoring and Evaluation.

- To oversee festival documentation and evaluation
- To evaluate the organisation's work on a regular basis with the Board
- To prepare funding reports

Administration

- To carry out all administrative tasks associated with the Director's role including correspondence with artists, authors, publishers, venues and funders
- To book artists' travel and accommodation where necessary
- To draft contracts for freelance staff and project workers
- To ensure audience queries and complaints are dealt with promptly and courteously

Additional Information

- The position is line-managed by the Chair of the Festival Board and the festival's book-keeping is carried out by the Treasurer.
- Some members of the Board will have key voluntary roles in the delivery of the festival. These include: the organisation of some festival highlights; the organisation and management of community fundraising events.

- Some members of the festival committee will have key roles in the delivery of the programme and the organisation of events, including Volunteer Coordination and schools liaison.

Didsbury Arts Festival Board

October 2019

Didsbury Arts Festival 2018/19

Festival Director: Skills & Experience

Qualifications

- A relevant qualification in events management and coordination would be desirable.

Experience

The successful applicant will ideally have experience of:

- Organising high quality arts events, celebrations, or community festivals
- Establishing effective links with a range of partner agencies
- Engaging local people, particularly young people, in events within communities
- Securing grant funding and sponsorship
- Liaising with the media

Practical & Intellectual Skills

- Computer literacy
- Organisational and project management skills
- Initiative
- Excellent communication and organisational skills. Good presentation skills
- Ability to organise and run events, training sessions/workshops, suitable for children, young people and other age groups
- Ability to work as a team member
- Ability to establish effective, productive links with agencies and local people
- Ability to work well with volunteers
- Ability to deal with matters of a confidential nature
- Ability to establish and maintain effective monitoring and evaluation systems
- Ability to maintain good financial records

Special Knowledge

- An understanding of good practice in community festivals
- Good knowledge of the local arts scene
- Knowledge of health and safety procedures
- Liaising with the business community to secure sponsorship
- Data protection
- Safeguarding young and vulnerable people

Disposition/Attitude

- Enthusiastic and confident individual, able to be a strong advocate of the festival.
- Ability to relate well to a wide range of people
- Approachability
- Ability to work under pressure and to tight timetables
- Sensitive/good listener

Personal Circumstances

- Ability to work flexibly
- Full driving licence

Equality

- An understanding of and commitment to best practice in the promotion of equal opportunity, in particular the development of community cohesion

The above should be evidenced by the applicant's résumé /CV and references and at interview.