



## Job Description:

# Sponsorship and Partnerships Manager

### Contract

Full-time, permanent

### Rate of pay

£30,000 to £34,000 dependent on experience

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### Key dates

The Festival runs for 18 days every August.

2020 Festival: 15 – 31 August

Programme launch: Thursday 10 June

Public ticket sales open: Saturday 27 June

### Background

The Edinburgh International Book Festival is a world-leading celebration of books and ideas. We are a charity that champions freedom of expression and we are dedicated to bringing leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences through a diverse programme of public events.

In recent years, debate, discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style events and readings, and contributing to the Book Festival's reputation as a powerful forum for the public to exchange views with writers and experts on a wide range of issues: social, ethical and political as well as literary and cultural. At the heart of the Book Festival's activity is an integrated approach to creative learning and education with the aim of expanding participation in democratic discussion, fostering a love of reading and developing engaged, knowledgeable audiences of all ages and backgrounds.

The first Edinburgh International Book Festival took place in Charlotte Square Gardens in 1983 with around 30 author events; now it stages over 900 each August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. The Book Festival takes place in a temporary, tented Festival Village, created and built each year in Charlotte Square Gardens and neighbouring George Street.

The Book Festival's Children's Programme offers a comprehensive series of author events, activities and workshops for audiences ranging from babies to young adults, attracting audiences of 20,000 each year. In addition, an extensive schools programme is created especially for primary and secondary pupils, attended by around 14,000 school children.

Through an award from players of People's Postcode Lottery, the Book Festival has expanded its activities to create a programme of live literature events and mini-Festivals in communities around Scotland across the year.

The Edinburgh International Book Festival has an annual turnover of around £3.4 million. Around 15% of income comes from Creative Scotland, City of Edinburgh Council and the Scottish Government. The rest is raised from ticket sales and the sales of books through the Book Festival's highly successful independent bookshops and from corporate sponsorship, trusts, foundations and individual donations.

The Edinburgh International Book Festival is a founder member of Festivals Edinburgh, the organisation created by Edinburgh's 11 major Festivals to support joint strategic development and maintain the festivals' position as global leaders.

## The team

The Book Festival has a permanent staff of 29 throughout the year, expanding rapidly over the summer to a peak of around 170 staff during the Festival itself.

All permanent staff are encouraged to play a role in the ongoing development of the organisation and are involved through several full-team planning and debrief meetings during the year. The heads of each department form the Strategy team.

## The Role

The Development Team are responsible for raising nearly 50% of the income needed to deliver the Book Festival and associated year-round work each year. Therefore, the team is integral to ensuring the Book Festival's ongoing success and ability to meet its targets and goals.

The Sponsorship and Partnerships Manager will be responsible for the implementation and ongoing development of a corporate fundraising strategy. They will be responsible for the management of a portfolio of key major sponsors. Many of our sponsorships support the Book Festival in the enhancement and development of its site, programme and marketing activity, and thus present strategic opportunities for the organisation. The postholder will therefore be expected to work closely and collaboratively with colleagues across the team to ensure that all partnerships effectively meet the needs of both the sponsor and the Book Festival.

The role presents an excellent opportunity for an ambitious individual to make a significant impact on the work of the Book Festival and help take our fundraising ability to a new level. This is an exciting time to join the team, and the postholder will be expected to make a significant difference to its continued success, by supporting the prospecting and acquisition of new sponsors and excellent stewardship of existing ones.

## Key Responsibilities

- Manage a portfolio of Book Festival sponsor relationships and partnerships, with particular focus on high-value partnerships, maintaining a close, communicative and highly responsive relationship and aiming where possible to secure and grow their participation in future years
- Support the Sponsorship Officer to manage sponsor relationships on behalf of the Book Festival
- Lead on negotiations with corporate partnerships in the portfolio
- Creatively identify strategic sponsorship opportunities and new partnerships which are aligned with the values, ethos and ambitions of the Book Festival, and which also meet the sponsor's objectives
- Write innovative, attractive, well-researched and appealing proposals and overview documents for prospective sponsors
- Work closely with other teams - including the Programming, Marketing and Site and Production teams - to ensure that sponsor requirements are met effectively
- Line-manage the Sponsorship Officer, including internal communications, staff development and appraisals
- Coordinate and plan research into new sponsor prospects, and lead regular meetings with the Head of Development and Sponsorship Officer to identify how best to progress new relationships
- Alongside the Head of Development devise, develop and implement a corporate fundraising strategy, maximising income from corporate partnerships and other related income streams
- Meet annual income targets set in conjunction with the Head of Development
- Oversee the delivery of benefits for all Book Festival sponsors, including those managed by the Head of Development and Sponsorship Officer, including hospitality, tickets and branding
- Manage the recruitment process for the temporary Festival position and devise and manage the Staff Rota for the Development team over the Festival period
- Organise and host cultivation events, which are fundamental in gaining new sponsors and securing returning sponsors
- Utilise Book Festival databases and resources (ThankQ and Pearlfinders) to their fullest potential to develop relationships and maximise income
- Responsible for ensuring outstanding customer care and stewardship from initial contact through to the debrief meeting post Festival

## Other

- Deputising for the Head of Development as required
- Keeping abreast of developments in fundraising, and in particular corporate sponsorship
- Attendance at Book Festival fundraising and other Festival events
- Contributing to the work as a whole of the Book Festival Development Team

## Person Specification

This is a varied, busy and creative post, requiring a high degree of organisation, flexibility, initiative and professionalism. The post-holder will possess the following skills and experience:

- A proven track record in corporate fundraising and sales, in particular negotiation skills
- Excellent attention to detail
- Outstanding written and verbal communication and presentation skills
- An ability to form positive working relationships and build rapport quickly with sponsors and colleagues
- Ability to motivate others and inspire commitment to the Book Festival
- Excellent customer service skills
- Experience of working in an office environment that utilises electronic and manual administrative systems
- Strong computer literacy and administration skills, including experience in using a database
- Ability to work flexibly, independently, co-operatively and as an effective team member
- Good numeracy and planning skills, with the ability to prioritise a busy workload and work to deadlines
- An understanding of the legal and VAT implications of sponsorship and an understanding of sponsorship contracts
- An enthusiastic and conscientious personality with a flexible can-do attitude and a willingness to carry out physical duties during the Festival
- A commitment to embedding equality, diversity and inclusion across all aspects of development and delivery

## Terms and conditions

The post is based at 5 Charlotte Square, Edinburgh and at the Festival site in Charlotte Square Gardens and on George Street during August. Normal hours of work are 9:30am-5:30pm, Monday to Friday outwith Festival time, with additional hours required at peak times of year and during the Festival itself when staff should expect to work 6-7 days a week. Time off in lieu will be given for weekend days worked outside normal working hours.

Employees receive 28 days of paid holiday per annum, consisting of an allowance of 22 days and 6 public holidays across Easter, Christmas and New Year. There is a discretionary shutdown of the office over the Christmas period in addition to annual leave.

The salary for this position will be in the region of £30,000 to £34,000 per annum. It will be paid on the 28th of each month in arrears by bank transfer. The Book Festival will pay a contribution of 5% of salary into our approved, auto-enrolment pension scheme. Employees may make voluntary additional contributions through payroll.

We are committed to making the Book Festival as accessible as possible to supporters, customers, participants and staff. If you have any specific access requirements or concerns, please let us know and we will do our best to meet your needs.

The Edinburgh International Book Festival is an equal opportunities employer, an Investor in People and a Real Living Wage employer.

### How to apply

*Please read the job description carefully and complete the online application using the links on our website: <https://www.edbookfest.co.uk/about-us/jobs>. Please ensure you upload a copy of your current CV and an application letter. Your letter should outline your suitability for the post and why you wish to work at the Book Festival. You may include any other information to support your application.*

For further information, please contact Helen Chomczuk, Head of Development on [helen@edbookfest.co.uk](mailto:helen@edbookfest.co.uk) Please note the Book Festival offices are closed from Friday 20 December 2019 to Monday 6 January 2020.

**Closing date for applications: Monday 20 January 2020, 5pm**  
**Interviews: w/c 28 January 2020**

Interviews will be held at the Book Festival offices at 5 Charlotte Square, Edinburgh EH2 4DR

The Edinburgh International Book Festival Ltd has its registered office at 5 Charlotte Square, EH2 4DR and is a company limited by guarantee (no SC 79939) with charitable status (SC010120)