

Job Description: Programme Manager

Contract

Full-time, permanent

Salary

£31,000-£34,000 per annum plus 5% pension contribution

Key dates

Schools Programme launch: April 2022

August Programme launch: June 2022

August Festival: Sat 13 Aug – Tues 30 Aug 2022 (Schools Gala Day is Tue 30 Aug)

A programme of events and activities takes place throughout the year; key dates are determined by our Communities programme strategy and will vary each year.

Background

The Edinburgh International Book Festival, a non-profit making organisation, is a distinctive international showcase celebrating the written word, literature and ideas. It brings leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences in an extensive programme of public events.

Discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style conversations 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 Book Festival's children's programme of author events, activities and workshops is produced for young audiences of all ages, from babies to teenagers, attracting family audiences of around 20,000 each year. In addition, an extensive schools programme is created for primary and secondary pupils, with around 14,000 school children attending each year. Following an award from players of People's Postcode Lottery, the Book Festival expanded its activities to deliver a wide-ranging community programme. A series of live-literature events, artists' residencies and mini-festivals is created year-round, taking the Book Festival on the road around the country to inspire and entertain people in many different communities, including Scottish prisons.

Since 1983, the Edinburgh International Book Festival has grown to stage over 900 events every August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. Up until 2020, the Book Festival took place in a specially built tented Festival Village in Charlotte Square Gardens, in the heart of Edinburgh.

With the global pandemic the world changed. As a small agile festival operation, the Edinburgh International Book Festival responded swiftly to the changing environment by staging a fully digital Book Festival in August 2020. With little experience, the Festival team boldly embarked on creating a new interactive online environment, where authors came together in 147 live and pre-recorded events. Real-time chatrooms, live author Q&As and book signings created a lively online forum where people gathered, and authors interacted with their audiences. Most importantly, conversation and the exchange of ideas were able to continue. The new digital format was enthusiastically received, and many thousands of people tuned in and chatted with each other from countries across the world.

Building on the success of 2020's fully online Festival, 2021 opened up a new chapter: a long-term strategic partnership with the University of Edinburgh has enabled the Book Festival present a hybrid festival from a new site based at the Edinburgh College of Art. From 2023 the festival will move again to a long-term site as part of the Edinburgh Futures Institute – a major development project by the University. This presents the opportunity to further develop a hybrid festival model that combines the best of in-person and online event-making. Both new sites offer the Book Festival the opportunity to build broadcasting studios for digital events and a range of flexible spaces for audiences to enjoy live and screened events in-person.

Prior to the pandemic, the Edinburgh International Book Festival's annual turnover was around £4.2 million, with under 20% of the income coming from Creative Scotland and the City of Edinburgh Council to support core operations. The remainder was raised through ticket sales, the sales of books through the Book Festival's highly successful independent bookshops, corporate sponsorship, grants from trusts and foundations, and donations from individuals. Due to the effects of Covid on audience behaviour, the hybrid 2021 Edinburgh International Book Festival was designed to have smaller audiences and ticket sales. As a result of these planned reductions in scale, budgeted turnover for 2021 is just over £3 million. The Book Festival Charity plans to rebuild live audiences and to grow online audiences, and therefore to grow turnover again over the coming years to a figure approaching £4 million. The result will be that its income will be derived from a blend of public and private sources – and thus we will be able to maintain the festival's long-held, robust financial position.

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 position of Edinburgh's festivals as global leaders.

The Team

2021 brought new changes, opportunities and challenges for our permanent team of 27 staff. A new central location at the Edinburgh College of Art allowed us to reimagine the Festival in a new hybrid format. The mix of indoor spaces and a grassy outdoor courtyard enabled us to build broadcasting studios for digital events and, a range of flexible spaces for audiences to enjoy live and screened events in-person. Additional staff were employed on a temporary basis to help us deliver our vision. As a result we were able to provide the welcoming and efficiently run environment for which the Book Festival is renowned. The experiences of delivering our 2020 and 2021 festivals has given us an excellent platform on which to build and learn for future festivals – at the ECA in 2022 and as we move to the Edinburgh Futures Institute in 2023.

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

strategic direction and management of the organisation is led by the Senior Management Team, made up of the heads of each department, the Executive Director and the Director.

The role

The role of Programme Manager was created in response to the continued growth in the complexity and diversity of our programme. The successful candidate will be an integral member of the Programme team, helping to produce a diverse range of innovative projects and events, and ensuring the highest standards of delivery and participant experience across the organisation's entire year-round programme, including the August festival.

The Programme Manager will be line managed by our Deputy Programme Director, Tamara Zimet, but will work equally across all strands of our programme: Adults, Children and Schools and Communities, working closely with Children and Schools Programme Director, Rachel Fox, Communities Programme Director, Noëlle Cobden, and Director, Nick Barley.

Key duties and responsibilities

Operations and staff management

- Create and manage the programme schedule, communicating proactively with the Directors, the rest of programme team and all other departments to ensure key deadlines are met.
- Manage day to day operations for the programme office, liaising with other teams and departments on an ongoing basis.
- Act as the key liaison between the Programming team and the IT and Systems team to develop the functionality of our in-house programme database and online systems, ensuring the systems are up-to-date with advancements/changes in programming, and to reflect key milestones.
- Work with the IT and Systems team to streamline processes, and refine the way we communicate with publishers and authors.
- Monitor programme team delivery against schedules and key milestones, advising of any anticipated additional resource requirements in good time.
- Overall management responsibility for the Author Logistics Officer ensuring liaison with authors and delivery of travel, accommodation and fee arrangements is of the highest possible standard
- Management of programme delivery budgets, working closely with the Head of Operations & Finance and reporting regularly to the Programme Directors.
- Manage budget for administrative support; recruiting and managing additional and temporary staff as appropriate, alongside Programme Directors.
- Recruit and manage the Author Hospitality staff for the Festival.
- Manage the set-up and delivery of Author Hospitality, liaising with caterers and relevant partners.
- Create and manage the Programme team rota for the Festival.

Event production and project management

- Work closely with the Deputy Programme Director, Children and Schools Programme Director, Communities Programme Director and other members of the Programme team to deliver the Festival. This delivery includes the management of special projects, events and other activities as well as producing and project-managing a portfolio of projects defined by the year's activities and themes (performances, special readings, international collaborations and publications).
- Develop and manage strong relationships with external partners, ensuring projects and events are developed and delivered to the highest possible standard.
- Work with the Author Logistics Officer to track and manage the Book Festival's carbon targets.

Communications and relationship management

- Manage the delivery of programme communications with participants and publishers throughout the year, acting as the main point of contact and communicating punctually and courteously to ensure they have the information required.
- Work in conjunction with the rest of the team to deal with correspondence, books/publications, information and images from publishers, authors and chairs; pursue outstanding information and ensure that all responses are correctly filed and entered accurately onto the database.
- Alongside our External Affairs Manager, Kate Seiler, manage relationships with cultural institutes, working collaboratively to apply for relevant travel and country specific funding and meeting all reporting requirements.

Person specification

This role will be demanding, as well as rewarding. It requires an organised, detail-focused, dynamic and practical individual with very strong project management and communication skills.

Knowledge and experience

- Extensive and high level administrative and project management experience.
- Excellent experience of event production, management and delivery.
- Developing and managing diverse relationships and creative partnerships.
- Managing multiple priorities and working to tight deadlines whilst maintaining the highest standards of delivery.
- Managing budgets and contributing to funding applications.
- Recruiting and managing staff.
- Knowledge of the publishing industry, contemporary literature and festivals, ideally with experience of working in an arts organisation.

Skills

- Strong communication skills including experience of confidently and proactively communicating detailed information to diverse groups.
- Computer literacy (including Microsoft Office, Teams, Zoom and databases) and the aptitude to quickly learn new systems.
- Excellent organisation, planning and prioritising skills, with the ability to work quickly, accurately and consistently.
- The ability and confidence to welcome and host authors and guests on site at the Book Festival.
- The ability to translate ideas into interesting and deliverable projects.

Personal attributes

- A proactive and positive approach, combined with stamina and resilience in the face of pressure.
- Works flexibly, independently, co-operatively and as an effective team member.
- An enthusiastic and conscientious personality with a can-do attitude.
- Communicates honestly, openly and consistently.
- Pays the utmost attention to detail but understands the bigger picture.
- Adopts a flexible, adaptable approach to tasks and relationships.
- Has a commitment to equality, inclusivity and diversity.

Terms and Conditions

The post is currently based at 5 Charlotte Square, Edinburgh and at the Festival site at the Edinburgh College of Art during August. The Festival operates a hybrid approach to working (a mix of working from the office, the festival site and from home) and is committed to supporting staff with necessary equipment and materials. The Festival will consult staff on potential changes to this approach but

reserves the right to return to full-time office working in the future, in line with Government guidelines and operational requirements.

Normal hours of work are 9:30–5:30 Monday to Friday outwith Festival time, with additional hours required at peak times of year and during the Festival itself. During the Festival itself, staff are expected to work up to 6 days a week. Time off in lieu will be given for weekend days worked.

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

Unless otherwise stated, all staff are subject to a three-month probationary period and performance review towards the end of the first Festival cycle.

The salary for this position will be £31,000-£34,000 per annum, dependent on the successful candidate's prior experience. 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 and employees must make the minimum statutory contribution through payroll.

Equal Opportunities

The Edinburgh International Book Festival is an equal opportunities employer and a Real Living Wage employer. Our work is framed by a commitment to Equality, Diversity and Inclusion.

The Book Festival is a working environment where everyone is treated fairly, and our differences are celebrated as strengths. We encourage applicants with diverse backgrounds and experiences to apply. If you have any specific access requirements, please let us know and we will do our best to meet your needs.

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, why you wish to work at the Book Festival and highlight your significant skills and experience. You may include any other information to support your application.

If the job description doesn't answer your questions, please contact Nick Barley via jobs@edbookfest.co.uk

Closing date for applications: 5pm GMT on 24 November 2021

Interviews: Monday 29 November and Wednesday 1 December 2021

The Edinburgh International Book Festival Ltd has its registered office at 5 Charlotte Square, EH2 4DR and is a company limited by guarantee (no SC079939) with charitable status (SCO10120)