



**Development Director  
Recruitment Pack**

# Development Director: Job Description

## Contract

Full-time, permanent

We welcome proposals for flexible working arrangements.

## Salary

Starting at £50,000 to £55,000 per annum

## Background

The Edinburgh International Book Festival is a world-leading cultural festival, with democracy, creativity and ideas exchange at its heart. We celebrate the power of words and writing in all of their dynamic and imaginative forms, bringing diverse perspectives together, and empowering our audiences to deepen their understanding of our ever-changing world.

Since 1983, we have welcomed hundreds of thousands of visitors to engage with the world's greatest and emerging writers, thinkers, artists, and performers. Each year, we programme innovative events that broaden the horizons and enrich the minds of our audiences, both in Edinburgh and online. These take the form of on-stage conversations, workshops, creative masterclasses, think tanks, and more, all informed by a culture of open dialogue, curiosity about the perspectives of others, and active embracing of new ideas and experiences.

A registered charity, we are run by a passionate team who believe in the power of words and ideas to ignite imaginations, foster human connection, and challenge the status quo – as well as offer solace, nurture wellbeing, and spread joy. Our Festival aims not just to open up conversations, but to broaden them too: existing as a space where nuanced discussion happens.

At the heart of our Festival is a commitment to accessibility, inclusivity, and the creation of a truly democratic environment for the exchange of ideas and collaborative thinking. We give a platform to voices who are often overlooked and aim to break down barriers to access for those who might not typically see themselves as a book festival audience. More than just a summer festival, we work year-round with partners in the local community – with schools, libraries, prisons, hospitals, and other community hubs – with the aim of developing engaged, knowledgeable audiences of all backgrounds and ages. The Festival also makes hundreds of events available to watch online via a Pay What You Can model, offering audiences who cannot attend in person the opportunity to take part, and making the Festival truly global in nature.

Over the last four decades, we have continually transformed our Festival model to reflect our rapidly evolving world, and ensure our ongoing relevance, with a programme balancing today's most challenging topics with exploration of how we can work together towards a brighter future. In 2024 this evolution saw the beginning of a new chapter of our story under the leadership of our new director, Jenny Niven, including our successful first year of presenting the Festival in our new home of the Edinburgh Futures Institute – a new university building created from the stunning renovation of the city's old Royal Infirmary, and positioned at the heart of the city's Festival environment. We are excited about the opportunities this will offer us to collaborate with new partners and share new innovations and voices with our audiences, now and far into the future.

## The team

The Book Festival has a permanent staff of 23 throughout the year, expanding over the spring and summer to a peak of around 150 staff during the Festival. All staff members play a role in the ongoing development of the organisation through full team planning and debrief meetings during the year. The heads of each department form the Senior Management Team, including the Development Director.

The Development team is made up of six roles: Development Director, Sponsorship & Partnerships Manager, Sponsorship & Partnerships Officer, Individual Giving Manager, Individual Giving Officer, and Development Assistant. The team is currently responsible for raising approximately two-thirds of the organisation's income and plays an integral role in ensuring the Book Festival's ongoing success and ability to meet its targets and goals.

## The role

The Development Director is a key member of the Senior Management team, leading an ambitious fundraising strategy for the Book Festival. The Development Director reports to the Festival Director and oversees the team of five fundraisers, with line management responsibility for the Individual Giving Manager and the Sponsorship & Partnerships Manager. They also managing a small high-value portfolio of funding relationships across all income streams. With the recent launch of a new strategic plan, the Development Director will ensure that all fundraising activities align with our core organisational mission and values.

The Book Festival expects to raise about £2.1m in 2024 (representing around two-thirds of the total Festival income). The Festival retains much of its funding on an annual basis, has increased the amount raised from several major funding relationships, and a strong track record in attracting new sponsors, donors and funders. Around 50 organisations sponsor the Festival each year, while it also has a well-established pool of major donors, and a major partnership with the People's Postcode Lottery.

Our long-term partnership with Baillie Gifford came to an end in 2024, which drew significant media coverage. We now seek to develop new and diverse relationships as the Festival builds both on its robust legacy and the success of its first edition at the Edinburgh Futures Institute. The Board and organisation are committed to supporting fundraising activity as fully as possible, and to exploring innovative ways to navigate the complex funding environment of arts and culture at this time.

This is an exciting and creative opportunity to be a significant part of the continuing success of the Book Festival with the opportunity to develop new income streams, including legacies and US fundraising, as well as continuing the growth of the existing areas of income.

## Key responsibilities

### Strategic

- Devise and implement a fundraising strategy to maximise income from corporate partnerships, individual giving and trusts and foundations

- Ensure that all fundraising activities reflect the values, ethos and aims of the Book Festival, in line with our newly launched organisational strategy
- Contribute to the overall strategic direction of the festival as a member of the Senior Management Team
- Devise and implement key new programmes including a legacy strategy and developing our US fundraising activities
- In collaboration with the Sponsorship and Partnerships Manager develop a new approach to corporate partnerships
- Work closely with the Marketing & Communications Director to identify and leverage new income generation opportunities
- Develop strong relationships with key board members to leverage their skills, experience and network in the pursuit of fundraising for the Book Festival

### **Leadership**

- Line-manage senior members of the Development Team, ensuring the whole team has appropriate appraisals, with individual KPIs, and professional development opportunities
- Lead shared projects across the Development Team (such as events, communications, systems and processes)
- Support the wider organisation with effective internal communications, fostering a cross-departmental collaborative working practices
- Support the development of a 'fundraising organisation' where colleagues across all teams understand the work of the Development team and are equipped to support its ambitions appropriately
- Champion and advocate for the needs of the Development Team with senior colleagues
- Together with the senior executive team and board, develop and expand the Book Festival's network both nationally and internationally

### **Fundraising**

- Ensure the Development Team meets annual income targets set in conjunction with the Executive Director, Director and Development Team
- Personally manage a small high-level portfolio of key major donors, trusts and corporate partners
- Ensure the timely and accurate fulfilment of all fundraising obligations to all sponsors and donors, including reporting and evaluation
- Work collaboratively with colleagues to initiate and develop new relationships with corporate partners and individual donors, including hosting cultivation events
- Develop innovative, well-researched and compelling proposals for prospective corporate partners and individual donors
- In collaboration with the Development team, identify and pursue opportunities to increase the value of existing supporter relationships across all income streams
- Advance the use of internal systems to their fullest potential to maximise the data insights available to support all Development activity

### **Finance & Compliance**

- Maintain the highest professional standards in fundraising, ensuring adherence to the Code of Fundraising Practice as required by OSCR

- Conduct regular reviews the Book Festival’s fundraising-related policies and procedures including Data Handling, Ethical Fundraising, Due Diligence, Gift Acceptance and Supporter Communications policies.
- Maintain accurate records of all Development income and expenditure with regular reporting to Finance colleagues
- Submit regular fundraising updates and reports to the Board of Directors

## Person Specification

### Experience & Knowledge

#### ***Essential***

- Significant experience of fundraising, at least five years
- Proven track record of securing major donations and/or sponsorship at the six-figure level or higher
- Thorough understanding of the characteristics of all types of fundraising income (from corporate to trusts to individuals)
- Demonstrable experience of team leadership
- Clear experience of collaborative working practices, both internally and externally
- Experience managing budgets, reaching income targets and managing projects with a high convergence of deadlines
- Understanding of tax, Gift Aid, VAT and other legislation relating to fundraising
- Strong computer literacy (including standard MS packages and relational CRM databases)

#### ***Desirable***

- Marketing and Communications knowledge and experience
- Experience of fundraising in the culture sector
- Knowledge of literature and a passion for books
- An interest in current affairs

### Skills & Attributes

- High level of resilience, determination, emotional intelligence and professionalism
- Ability to motivate and inspire others, both internally and externally
- Ability to work flexibly, independently and co-operatively within a team structure
- Capacity to think laterally with a flair for creative and innovative problem-solving
- Highly organised with meticulous attention to detail and a target-driven approach
- Excellent interpersonal skills and the ability to engage confidently with high-level stakeholders including c-suite and board representatives
- Excellent verbal and written communication skills and the ability to produce compelling and engaging fundraising materials
- Confidence in networking and cultivating new relationships
- Commitment to the Book Festival’s values and an enthusiasm for its charitable work

## Staff wellbeing

The Book Festival is developing an open and active staff wellbeing culture and is committed to making everyone in our team feel safe, welcome and included. An Employee Assistance Package is available which offers a variety of levels of counselling, one-to-one personal support and resilience tools, along with personal legal and financial advice and family support. Several of our team have chosen to be trained in First Aid for Mental Health and our Safer Spaces Policy actively promotes a culture where everyone's experience (staff, artists, partners and audiences) is valued and no-one is made to feel unsafe or excluded. We continue to reflect and consult with our team.

## Terms and conditions

The post is based at our offices 121 George Street, Edinburgh and at the Festival site in Edinburgh Futures Institute during August. Normal hours of work are 9:30–5:30, Monday to Friday outwith Festival time. Additional hours are required during the Festival itself, with some long days and working up to six days a week. Flexible/hybrid working is welcomed – our team work from the office at least three days per week and are expected to discuss and agree their work patterns with their manager and team. Time off in lieu is given for days worked outside agreed working patterns.

Employees receive 34 days of paid holiday per annum pro rata including public holidays. Six days are used for the shutdown of the office over Christmas, as well as four of the public holidays - Christmas Day, Boxing Day, New Year's Day, 2 January.

The salary for this position will be in the region of £50,000 to £55,000 per annum. 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.

## 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, Care and Inclusion.

The Book Festival is a working environment where everyone is treated fairly, and our differences are celebrated as strengths. We actively 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

We welcome conversations with potential applicants. Please contact our Executive Assistant, Danielle McCann [danielle.mccann@edbookfest.co.uk](mailto:danielle.mccann@edbookfest.co.uk) in the first instance to arrange a call with Jenny Niven.

Please 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.

**Closing date for applications: Monday 11 November at 12.00 midday**

## Interviews

First interviews will be held in central Edinburgh during the week of 18 November 2024.

The Edinburgh International Book Festival Ltd has its registered office at 121 George St Edinburgh and is a company limited by guarantee (SC079939) with charitable status (SCO10120).