



---

## **Festival Assistant – description of role**

Purpose: the Festival Assistant will support the Festival Director in all aspects of her work, helping set up and run the 2022 Primadonna festival.

Reports to: Festival Director

Contract: 18 weeks fixed term (from w/b 28 March 2022 to w/b 25 July 2022), three days/week

Daily rate: £150

Background: Primadonna is a festival of books, ideas and inspiration. We have something for everyone with film, music, comedy, food, drink, DJs and therapies alongside our main programme of talks, interviews and discussions. Our line-up gives prominence to women, people of colour, LGBTQI+ and working class people, and disabled people: everyone is welcome at Primadonna, especially those that might not think an arts festival is 'for them'.

The festival takes place from 29-31 July at the Museum of East Anglian Life in Stowmarket, Suffolk, IP14 1DL.

Role: The role will be specifically focused on the 2022 festival preparation and delivery. It requires someone with meticulous organizational skills, a keen eye for detail and a willingness to learn. Enthusiasm, motivation and adaptability are vital. We are also looking for someone who is comfortable using social media, and would enjoy helping think of ways to promote the festival.

While much of the work required will be done from home, the successful candidate will be required to travel to Stowmarket ahead of the festival, and in particular to be available on site over the festival weekend (29-31 July 2022).

Responsibilities will include:

Supporting the delivery of the 2022 festival, on time and within budget, to include:-

- ✦ Research, administration and planning work across all aspects of festival preparation.
- ✦ Helping post on all social media channels in order to drum up interest in and enthusiasm for the festival, and to drive ticket sales
- ✦ Drafting and designing regular newsletters to go out to subscribers/followers
- ✦ Helping devise campaigns via local/national media, social media, or in-house communication channels that will drive interest in the festival
- ✦ Assisting with communicating with talent, including helping book their



accommodation and travel in accordance with budgeting and protocols agreed; sourcing approved biographies and photos of talent; securing approval from talent for filming/recording; liaising with stallholders; and supporting the delivery of other activities for the festival such as surgeries and workshops

- ✦ Liaising regularly with the venue team to keep them updated on all activity
- ✦ Keeping the Festival Director regularly updated on all activity.

### Type of appointment

The position offered is a fixed-term, part time one. The normal working hours of this post will be three days per week, at times to be agreed with the Festival Director. It may require some evening and weekend working. Fees are to be invoiced and will be paid on a weekly basis, in arrears. You will work from home, although there will be occasions when you will be required to work on-site in Suffolk, for which your travel and accommodation costs will be reimbursed, if pre-approved by the Festival Director in writing. The nature of this post means that there will be a need at times for the post holder to be available at particular locations including but not limited to the festival site.

We particularly encourage applications from candidates who identify as LGBTQI+, women and Black, Indigenous and People of Colour (BIPOC), as well as those with seen and unseen disabilities.

### Candidate specification – essential criteria

- ✦ Self-starter with enthusiasm for books, writing and ideas around creativity and literature
- ✦ Experience of working on own initiative.
- ✦ Excellent communication skills.
- ✦ Self-motivating and able to prioritise own workload to meet deadlines.
- ✦ Organised, methodical, thorough, with an eye for details.
- ✦ Willingness to undertake training and to develop new skills in response to the role's changing needs.
- ✦ Evidence of progressive responsibility in roles requiring organisational capabilities.
- ✦ Commitment to equal opportunities and sympathetic to the aims and values of Primadonna festival CIC and agreement to abide at all times by its code of conduct.

### Candidate specification – desirable criteria

- ✦ Experience of working in a festival environment.
- ✦ Experience of using social media to build audience engagement.
- ✦ Experience of previous administrative roles.