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## Director – description of role

- ✦ Job purpose: to ensure the effective planning, co-ordination and delivery of all the activities of the Primadonna Festival and Prize CIO
- ✦ Reports to: Chair of Board
- ✦ Supports and supported by: Primadonna delivery team
- ✦ Direct reports: temporary and seasonal staff as required
- ✦ Contract: fixed term (12 months), part time: three days per week
- ✦ Salary: £45,000 pro rata
- ✦ Holiday entitlement: five weeks (pro rata) plus bank holidays. Holiday dates to be agreed with the Chair who will organise cover. You will be entitled to Statutory Sick Pay.

### Background

Primadonna is a world-class literary festival platforming womxn writers and artists who are disabled, working-class, LGBTQIA+ or from communities who experience racism. We programme a diverse and inclusive line-up distinct from any other book festival, creating a unique atmosphere of community, cooperation and contribution in the special environs of the Food Museum in Stowmarket, Suffolk. We also run an annual literary prize for unsigned and unrepresented new writing talent, established to open up access to the publishing industry and create a legacy of new, diverse writing talent. Primadonna is a registered Charity (CIO).

### Responsibilities

The Director's role is to ensure the effective planning, co-ordination and delivery of all the activities of the Primadonna Festival and Prize CIO, including:

- ✦ securing grant, corporate, partnership and other funding to ensure the viability of the festival, as well as setting up ticket sales and ensuring footfall is sufficient to each event;
- ✦ ensuring effective marketing, promotion and pricing strategies for the festival, delivering on the twin objectives of driving ticket sales income and maximising access to the widest possible audience and in particular those who do not traditionally attend literary events;
- ✦ supporting the programmer and producer in curating a line-up of talks, workshops, performances and other sessions as part of the annual Primadonna festival;
- ✦ overseeing the delivery of an education and outreach programme aimed at building audiences and deepening the festival's impact and reach in Suffolk;
- ✦ liaising with the Board and ensuring good governance of the CIO, including leading quarterly Board meetings;
- ✦ developing and overseeing the annual budget and ensuring effective financial controls;
- ✦ ensuring effective festival production including the set-up of festival infrastructure (toilets, showers, power), contracting all sound, lighting and decorating crew, securing all food and other vendors, liaising with the on-site bookshop team from Waterstones;
- ✦ ensuring the festival is accessible and welcoming to Deaf and disabled audience members, including those with unseen disabilities, working with a BSL interpreting team and other specialist contracted staff;
- ✦ overseeing internal and external comms and supervising the communications lead, including liaising with external PR companies, press and media management, creating and executing

social media campaigns including curating audio and video content for sharing online, and ensuring the website stays up-to-date and accessible;

- ✦ administration of the Primadonna Prize for unsigned writers, including selecting a judging panel, setting up an entry system, and coordinating long- and short-listing of entries as well as the final judging process;
- ✦ managing a small delivery team and large number of volunteers to ensure all have a positive experience of working for the CIO as well as of the festival itself.

### Qualifications and experience

#### **Essential**

- ✦ Extensive administrative and project management experience at a high level of responsibility
- ✦ Experience of managing multiple stakeholders at a senior level
- ✦ Knowledge of the publishing industry, contemporary literature and festivals
- ✦ Significant experience of developing and managing diverse relationships and creative partnerships
- ✦ Demonstrable experience of managing multiple priorities and working to tight deadlines whilst maintaining the highest standards of delivery
- ✦ Financial literacy and experience of managing budgets
- ✦ A strong knowledge of and commitment to equality, inclusivity and diversity

#### **Desirable**

- ✦ Excellent experience of event production, management and delivery
- ✦ Experience of working in a festival, live literature or arts organisation
- ✦ Experience in public sector grant applications, in particular Arts Council England and local authorities.
- ✦ Experience of writing funding applications to trusts and foundations

### Skills

- ✦ High level communication skills including experience of confidently and persuasively communicating with a wide range of stakeholders including authors or artists and funders and donors.
- ✦ A proactive and positive approach, stamina, an ability to cope with pressure
- ✦ Computer literacy and the aptitude to quickly learn new systems
- ✦ Ability to work flexibly, independently and co-operatively
- ✦ Full understanding of and commitment to the vision, mission and aims of the Primadonna Festival and Prize CIO.

### 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, with some flexibility required at key times of year including evening and weekend working, particularly in the run up to and during the Festival as agreed with the Board Chair. 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 costs will be reimbursed, if pre-approved by the Board Chair 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+ or from a community that experiences racism, as well as those with seen and unseen disabilities.