

WORDS WEEKEND

Job Description: Festival Coordinator

Reporting to: Artistic Director

Main purpose of role:

To support the Artistic Director on all production elements of the Words Weekends series.

Responsibilities and Duties:

Production coordination:

1. Support the Artistic Director on all production elements of the *Words Weekends* series.
2. Build and develop relationships with venues, suppliers, hotels, booksellers, caterers, etc negotiating to ensure the best deals are secured.
3. Communicate with artists, their representatives and venues to oversee all the elements of administrating and producing individual events.
4. Administrate all contracting with venues, artists and suppliers as appropriate.
5. Manage individual show budgets and update ticket sales bi-weekly.
6. Lead on all the logistical elements of an event from liaising with the venue and the Fane technical manager, to booking travel and accommodation for the artist/s.
7. Collate all production information into the event schedule and circulate to Fane's technical manager, venue and artist/s.
8. Ensure timely payment of all festival invoices.
9. Support delivery of all festivals, show manage where required, ensuring smooth running of shows both back and front of house.
10. Take on any additional duties as reasonably requested by the Artistic Director.

Programming coordination:

1. Research and develop compelling festival themes, in order to create programmes for multiple regions that reflect diversity and that are creatively ambitious and financially viable.
2. Work with the wider Fane Team to identify venues and organisations suited to *Words Weekend*.

3. Identify authors, public figures and shows from Fane's existing client list and more broadly to suit the creative brief of the festival.
4. Support the Artistic Director in selecting suitable interviewers and moderators for festival events.
5. Help develop community outreach projects, recruit participants and facilitators and supervise and evaluate to ensure project outcomes are met.
6. Attend other events and festivals as required.
7. Attend meetings and take notes and minutes as required.

Marketing & Audience development:

1. Liaise regularly with JHI, our marketing company, to assist in devising marketing strategies for each festival, source and proof marketing assets and draft copy for online and print.
2. Work with JHI, freelance PR, website and branding companies and venues to coordinate festival launches, announcements and on-sales.
3. Liaise with the artist and/or their representatives and the venue to understand the target audiences.
4. Work with JHI, to assist in implementing effective feedback and evaluation processes to improve the company festival's offering.
5. Act as an ambassador for Fane Productions and Words Weekend to protect and enhance their reputation.
6. Build relationships with existing partners and develop new ones to help delivery of a bold, fresh and exciting programme.
7. Coordinate festival launch events across the UK.
8. Think creatively to reach out to and develop new audiences with a strong focus on regional activity, diversity and access.
9. Collate and review market research and audience feedback to continuously evaluate how festival objectives are being met.

PERSON SPECIFICATION:

Our ideal candidate will have most, if not all of the qualities listed below:

- A demonstrable and clear knowledge of a broad range of art forms as well as appetite for acquiring knowledge outside of immediate comfort zone.
- Demonstrable experience of coordinating live events or festivals.
- Experience of booking artists and performers.
- Demonstrable experience of developing community engagement projects, either via venues or community groups.
- A wide network of relevant contacts including authors, speakers, promoters, agents, publishers and venues.

- Some experience of producing live events including developing the concept, to hiring the creatives/artists, budgeting and marketing.
- Some knowledge of the literature and spoken word scenes in London, regionally and internationally
- The ability to remain calm under pressure, with multiple demands and tight deadlines. The ability to work on your own initiative and self-direct.
- A creative spirit with the ability to challenge yourself or the perceived limitations of the festival
- Very strong empathy and communication skills, which are so important in relationship development, networking and negotiation.
- Excellent administrative and organisational skills including a solid grounding in IT, experience of using Microsoft Word, Excel, Outlook, Twitter, Facebook and Instagram.
- A proactive and adaptable approach to work, including a readiness to travel as well as work evenings, weekends and Bank Holidays as required.
- A real commitment to diversity and social inclusion, which is a core principle of *Words Weekend*.

Further information about Fane:

The company presided over sales of 450,000 tickets in their first two years alone through events with artists including John le Carré, Margaret Atwood, Nigella Lawson, Dolly Alderton, Stacey Dooley, Michel Legrand, Sir Ranulph Fiennes and Grayson Perry. Fane's Autumn 2019 season includes tours and shows from the likes of Julie Andrews, Joanna Lumley, Sir Michael Morpurgo, Sir Michael Parkinson, Jojo Moyes, The High Low, Nadiya Hussain, The Receipts Podcast, Jay Rayner, Armistead Maupin and Adam Kay. The company has also collaborated with Margaret Atwood on the launch of her new book *The Testaments*, creating a live event at the National Theatre, London in September to mark the release which was screened to 1,500 cinemas around the world across five continents.

Fane produce shows for the biggest theatres on London's West End, including programming most Sunday nights at the Theatre Royal Haymarket and the Bridge Theatre, as well as programming over 700 shows per year at central London venue, Crazy Coqs. Other programming collaborations include Authors on Stage at the National Theatre this summer which featured the likes of Elif Shafak and Nicola Sturgeon, Deborah Francis White and Mae Martin, Adam Kay and Caitlin Moran, Nigella Lawson and Yotam Ottolenghi and many more.

Fane have also created *Words Weekend* - a dynamic new festival series celebrating the power of words and stories. *Words Weekend* will curate an annual programme of festivals in unique settings across the UK, featuring some of the biggest names in literature. The first edition, hosted by iconic venue Sage Gateshead, features an exceptional international line-up that champions diversity, accessibility and the rich culture of the North East.

In late 2018 Fane acquired leading marketing agency JHI Ltd, who provide marketing, ticketing and digital expertise across all Fane events and for live theatre, both in the UK and internationally. Key clients include *Mischief Theatre, Six* and *Mamma Mia*.

On the back of rapid growth, Fane are currently expanding into the United States and Australasia, opening an office in Sydney, Australia. Featuring tours with the likes of Sir Michael Parkinson, Sir Ranulph Fiennes, Nigella Lawson and Grayson Perry.

Original Talent embraces diversity and seeks to promote the benefits of diversity in all of our business activities and to develop a business culture that reflects that belief. We welcome applications from all members of society irrespective of age, disability, sex, sexual orientation, colour, race, nationality, ethnic or national origin, religion or beliefs.