

# HebCelt:

## Hebridean Celtic Festival

### Festival Manager: Job description and Person Specification

Working largely on their own, home based for the majority of the year, the Festival Manager reports to the Board of Directors and is responsible for carrying out the following tasks:

- Overall programme direction and planning, securing artists, negotiating contracts and terms of engagement to ensure there is a full and varied programme of events during festival week, within the allocated budgets and overall aims of the festival.
- Taking a creative approach to curating or developing projects that enhance the profile of the festival and / or promote the distinctive Gaelic culture of the area through the festival programme or outwith at other relevant events, working with partners where appropriate.
- With the Finance Director, preparing annual budgets and monitoring financial performance
- Supporting and working with the Board of Directors and particularly Site Manager, Production Manager, Volunteer Coordinator, Finance Director, Security Coordinator, Accreditation Coordinator, Festival Artist Coordinator and Admin Support role to ensure smooth running of all aspects of the festival
- Working with the Board, identify appropriate funding for the festival and submit bids with the support of the Finance Director and Board of Directors as appropriate.
- Working with the Board of Directors to identify, secure and develop appropriate sponsorship opportunities, with a focus on local inward investment and local businesses.
- Coordinate all aspects of marketing and PR including procurement and management of PR resources, procurement and management of graphic design and responding where possible to new opportunities as they arise.
- Building key partnerships with the local business community and others to provide an enhanced tourism offer around the festival.
- Management of all festival's online presence working with providers and others as appropriate.
- Set up and run the festival shop including recruiting and managing the festival shop staff, all equipment and resources required to do so including insurance cover.
- Work with members of the Board to plan and procure merchandise for sale in the shop, online and within the main site
- Evaluate the festival's performance, including customer feedback, green initiatives, site management and reporting in a timely and appropriate manner to key organisations and the Board.

- Undertaking day to day administration, including processing of sales and purchase invoices through Xero, responding to emails and other messages, etc.
- Providing administrative support to the Board of Directors, servicing regular Board meetings and providing monthly progress reports to them.
- Working with Finance Director and the Board of Directors to ensure that the festival trust meets its requirements under OSCR regulations
- Working with the Board of Directors to foster and maintain positive relationships with local authorities, businesses, sponsors, partners, vendors and the community, ensuring a collaborative and supportive environment for the festival to take place.
- Working with the Board of Directors research and develop any training requirements to support Festival Staff and those of Directors and volunteers
- Networking and PR for festival at key cultural events and seminars
- To undertake any other duties or responsibilities which are commensurate to the post and aims and objectives of the Trust

## **Person specification**

### **Essential**

#### **Experience**

- Proven experience of programme management in the arts sector preferably with a strong interest in Celtic and roots music and knowledge of the festival's unique contribution to the industry.
- Experience of delivering on both a green field festival site and existing venues
- Experience of working within a volunteer led organisation
- Managing budgets
- Proven ability to secure funding and sponsorship for events.

#### **Skills and Knowledge**

- Excellent and proven interpersonal and communication skills
- Effective public relations skills.
- Proven marketing skills including using social media effectively
- Good IT skills, including the ability to use suitable office based applications, social media apps and work with various databases
- Ability to encourage and develop community partnerships.
- Ability to work with a large number of volunteers across a variety of skill levels.
- Ability to prioritise and manage various strands of festival planning at once
- Ability to problem solve and take an innovative approach to delivering the festival where needed.

#### **Personal Attributes**

- Ability to work well on own initiative but also work within a team including volunteers.
- Ability to work under pressure and to meet deadlines.
- Proven organisational skills.
- Self motivated, flexible and adaptable

**Desirable**

- Ability to speak Gaelic
- Personal knowledge of the Isle of Lewis
- Experience of working or volunteering in the charitable arts and cultural sector
- Qualification in Events management
- Effective public relations skills.
- Live in the Isle of Lewis or Harris

**Other Essential Requirements**

- Ability to work flexibly as time commitment varies throughout the year. (this includes working evenings and weekends and varied hours across the year)
- Ability to work from the Isle of Lewis throughout the year and be based in Lewis during June and July.
- A full driving licence and use of a car is essential.
- Legally allowed to work in the UK
- This post will be subject to references and a PVG check