



## **Artistic Director Budleigh Salterton Literary Festival**

An exciting and rare opportunity has arisen for a freelance Artistic Director to join Budleigh Salterton Literary Festival. The selected candidate will build on the success of the Festival to date and create a vision for the future, for both the Festival and its outreach programme with schools and young people.

The Artistic Director is responsible for programming the Festival, booking the authors, chairs, and speakers, and creating a diverse, inclusive, and enjoyable programme which celebrates books, authors, and writing across a range of genres.

Now in its 16th year, the Festival is located in the picturesque seaside town of Budleigh Salterton, on the East Devon Jurassic Coast. Wholeheartedly supported by the local community which embraces the variety of events and workshops, this is a literary festival which offers delights few other festivals can match. The main Festival programme runs across five days in September comprising approximately 55 individual sessions held in five main town centre venues. A two-day spring Festival takes place every March.

A critical part of the Festival's charitable activity is its outreach programme with local primary and secondary schools in East Devon. The Festival takes authors into schools to inspire children and encourage reading for pleasure. The aim is to encourage children to read and enjoy books and stimulate writing through activities and workshops and engage with authors.

### **Key responsibilities**

- Lead in ensuring a high-quality Festival programme in partnership with the BSLF Trustees and committee members.
- Build on the successes of past Festivals to ensure continuity and the distinctiveness that makes the Festival unique and to maintain and aim to grow audience size, breadth, and ticket revenue.
- Working with the committee to ensure that each Festival has an innovative high-quality programme which is managed professionally to the highest standard, remaining constantly aware of the limits of the annual budget.
- Working with the Education & Outreach team to build a strong inclusive programme for children and young people and their families working within the agreed annual budget.
- Contribute to the vision, direction, and strategy of the current and future festivals and work within the agreed consensus.

### **Financial Management**

- Liaise with the Chair and Treasurer to ensure that the festival runs to budget and that authors are paid/recompensed according to prior agreements and in line with the Festival terms.
- Work with the Sponsorship Team to engage with and manage commercial sponsors as required.
- Work with the nominated BSLF Trustees, Committee members and associates to procure grants.
- Ensure the Festival is commercially successful and sufficient income is generated to fund the BSLF's charitable aims and outreach programmes.

### **Marketing**

- Liaise with the appointed marketing and publicity agents and staff to ensure that the Festival, programme, authors, speakers, and interviewers are promoted locally and regionally through a range of media and publicity material.
- Engage with publishers and agents and network with marketing and commissioning staff to identify potential speakers and actively promote the Festival across the publishing community.
- Liaise with printers and graphic designers[MOU2] for the production of flyers, programmes, posters, and signage.
- Assist with the management and development of the festival website.

### **Operational**

- The Director will work to the Festival timetable and deadlines to ensure that the programme meets the necessary print and logistical requirements on time.
- The speakers and chairs will be contracted in accordance with the terms, fees and expenses as agreed and set out by the BSLF Committee with signed agreements sent to the Treasurer no later than the programme finalisation and brochure deadline.
- Liaise with the BSLF Committee on arrangements relating to hospitality, travel, festival venues and production to ensure effectiveness and efficiency. Oversee risk assessments from workshop tutors and ensure these are in place.



## **Artistic Director Budleigh Salterton Literary Festival (cont)**

### **Experience and skills required**

- A passion for books, writing, and literature in all its forms and a desire to showcase and make these accessible to a wide audience. An avid reader with experience of working with authors.
- Proven track record or able to demonstrate their potential for creating an engaging programme of events and speakers that reflect the range, diversity and depth of contemporary writing that connects with the local and regional audience.
- Well-networked across the independent and commercial publishing sectors and have knowledge of book-related social media channels such as Booktok.
- Highly organised and able to manage multiple competing deadlines. Flexible, resourceful, able to work under pressure and collaborative. Manage and work to budgets.
- Excellent communication and planning skills. Strong interpersonal skills and the ability to build strong working relationships.

### **What we offer**

- £25,000 per annum paid in 12 monthly instalments plus travel expenses.
- Home-based with regular visits to Budleigh Salterton and located in Budleigh during the Spring festival in March and the main festival in September.
- Approximately 80 days per annum.

### **How to apply**

**Please send a full CV including names and contacts of two referees and a letter of application outlining your interest in the role.**

**Applications should be sent to: Sue Briggs, Chair, Budleigh Salterton Literary Festival at [suebriggs@budlitfest.org.uk](mailto:suebriggs@budlitfest.org.uk) with the subject line BSLF Artistic Director application.**

**Closing date: 8th April 2024**

**First interviews in Budleigh Salterton: w/c 22nd April 2024**