



## **JOB DESCRIPTION**

### **FESTIVAL PRODUCER**

Venues – to be decided

Festival Duration: Fri October 1 – Sun Oct 3 2021

Payment: £3750 based on £250 daily rate @ 15 days of work

### **ABOUT US**

Borderlines Book Festival is an annual celebration of the written and spoken word in Carlisle, Cumbria. Over the last six years, we've established the festival as a focus for literary excellence by attracting high quality speakers, nurturing and showcasing local writing talent; providing new opportunities for local people to experience literature in direct, accessible and dynamic ways; and helping to foster literary skills within the community.

We strive to promote a life-long love of reading across all sections and ages of the community.

With each festival, we try to create a sense of occasion, raising the profile of Carlisle nationally and stimulating economic opportunities for local businesses. We have a strong 'sense of place' and 'local identity' and aim to reflect this in any activity associated with the Festival.

We have been recognised as Event of the Year Finalist at Cumbria Life Culture Awards 2015, 2016 and 2018 and Winner of the Culture City Award 2017 at Carlisle Living Awards. Our committee is made up of volunteers who have a keen interest in culture and have a wide variety of professional skills.

The committee is supported by a group of volunteers who help with everything from stewarding events to delivering programmes. The 2019 Festival ran over 12 days with 50+ events and sold c. 3,500 tickets.



## **ABOUT BORDERLINES 2021**

Given the ongoing uncertainty around Covid-19 the committee would like to temporarily scale back the Festival for 2021 and focus on three days of events over 1st - 3rd October. We are anticipating a blended approach to physical/virtual events will be needed. We have extensive contacts and history with venues of various sizes around the city.

We would like the 2021 festival to have a strong local focus whilst also including higher profile, national authors where possible. We have a number of established contacts with publishers and PR agencies who the Festival Programmer can draw on, as well as bringing their own ideas and contacts.

## **THE POST**

Borderlines is seeking a Festival Programmer / Producer for the 2021 festival, which will take place 1 - 3 October. The Festival Programmer / Producer will help to conceive, develop, and implement the programme of events in consultation with the Festival Committee. This will be up to 20 events (this could be author interviews, workshops, open mic nights etc).

We anticipate the programme needing to be finalised by end of July with tickets on sale from mid-August.

## **Organisational Relationships**

The Festival Programmer / Producer will report to the Festival Committee. We do not expect this post to carry out high levels of administration in relation to organising author transport, accommodation etc - this can be carried out by the Committee.

## **Base**

The Festival takes place in Carlisle but the post-holder can be based anywhere. Festival attendance would be encouraged but is not essential to the role.

## **Responsibilities (include but are not limited to):**

- Work in partnership with committee to come up with a framework for the festival in response to a specific brief.



- Secure and programme authors / artists / writers / practitioners to deliver events / workshops (both in person and online) which fulfil the brief.
- Secure Chairs for events with the support of the committee
- Provide details of confirmed programme at regular intervals throughout planning process and final programme to committee in time for marketing deadlines.
- Confirm and collate all materials, images and text relating to the programme for festival promotional purposes (digital or print TBC)
- At times, offer content for Borderlines social media, marketing opportunities and website and where appropriate support the committee in responding to press enquiries
- Confirm bookings with authors/publishers
- Consider evaluation of the 2021 festival in partnership with the Committee

### PERSON SPECIFICATION

- A track record of delivering high quality festival programmes with speakers / activities who surprise and excite audiences.
- An interest and knowledge in history, politics, science and the arts to supplement a strong literary background to ensure Borderlines has a wide and varied appeal.
- Persuasive and dynamic personality to deliver programming to ensure Borderlines continues to “punch above its weight”.
- An extensive network of local and national contacts within the publishing and arts industries.
- Strong collaborative skills and attitude with the ability to forge new relationships and collaborate effectively with colleagues.
- Excellent organisational, administrative and interpersonal skills.
- Excellent written and verbal communication skills with meticulous attention for detail.
- A minimum of two years’ experience developing events or festivals in an arts or literature-related environment is desirable.
- An understanding of business planning and business models for events.



## **TO APPLY**

**Closing date for applications:** Sunday 16th May, 5pm

**Interviews:** You will be notified by 12pm noon on Tuesday 18<sup>th</sup> May if you have been selected for interview. Interviews will take place on Zoom on Thursday 20th May.

To apply please email [borderlinescarlisle@gmail.com](mailto:borderlinescarlisle@gmail.com) providing your CV and a cover letter outlining your interest, experience and why you are the right person to create and deliver our Borderlines Festival 2021 Programme. Your covering letter could be written or take the form of a short video.

For further information contact Anna Smalley, Festival Chair via email: [anna.smalley@tulliehouse.org](mailto:anna.smalley@tulliehouse.org)