



## **Job Pack**

### **Festival Director, Brighton Digital Festival**

**18-month fixed-term contract in the first instance:**  
up to £30,000 per annum, pro-rata

**Deadline for Applications: 14 May 2014**

#### **Summary**

We are seeking an experienced and dynamic individual to play a leading role in shaping the future of Brighton Digital Festival, an annual celebration of digital culture that fuses Brighton's vibrant arts and digital sectors. The Festival Director will enhance the production, profile, and financial resilience of the festival, ensuring its successful delivery in 2014 and 2015 and developing strategies to support its growth into a significant national event with international impact. This is an exciting opportunity to play a key role in the next phase of development for a significant and innovative cultural event.

#### **About Brighton Digital Festival**

Now the UK's fastest growing digital festival, Brighton Digital Festival is a month-long innovative and truly grassroots festival that takes place every September in Brighton & Hove.

The festival aims to support and resource a broad range of arts and cultural events and activities, which comment upon, engage with, or utilise digital technology. It is an ambitious celebration of digital culture and includes world-class conferences, exhibitions, events, meet-ups, performances and educational activities.

Founded in 2011, the annual festival has featured highlights including a stunning outdoor interactive digital firework display, a major exhibition by contemporary artist David Blandy, a Mini Maker Faire which attracted over 7,000 attendees, internationally acclaimed digital design conference dConstruct and much more. One of the strengths of Brighton Digital Festival is its myriad of smaller events including learning sessions, digital art, talks, community themed events, screenings, meet-ups, hack days and more. In 2013 more than 150 events took place as part of the festival attracting an audience of over 41,000 people. (<http://www.brightondigitalfestival.co.uk>).

The festival is governed by a consortium from the digital and arts sectors in Brighton. It is administrated by Wired Sussex a nationally acclaimed support organisation for digital, media and technology businesses.

## **Job Overview**

The role of Festival Director has been created to find an experienced and capable individual who can lead on the coordination, delivery and development of Brighton Digital Festival

Tenure:	18 month fixed term contract (with ambition to extend)
Salary:	Up to £30,000 per annum, pro-rata (dependant on experience)
Holidays:	22 days per annum, pro-rata
Hours:	Full time preferred, but part time hours may be negotiable. Worked flexibly as required to fulfil the tasks of the post.

## **Purpose of Contract**

The Festival Director will lead the planning, delivery, and development of Brighton Digital Festival. Overseeing the Festival Coordinator and any other staff and reporting to the Festival Consortium, the Festival Director will ensure the strategic and effective planning and delivery of the festival's events, marketing and fundraising initiatives.

We are seeking a dynamic and capable professional, with experience of managing cultural events, and excellent marketing and fundraising skills. Ideally you will have festival management experience and a sound knowledge of the digital and arts sectors in Brighton.

The ideal candidate will have the commitment, confidence and enthusiasm to build a sustainable future for the festival, generating new audiences, and increasing revenue through sponsorship. We welcome applications from a range of candidates, from cultural and commercial backgrounds.

All candidates must have an excellent track record of delivering complex events and projects to schedule and on budget.

The Festival Director will be a highly effective advocate for the festival and will liaise with the festival consortium members, key stakeholders, event organisers, audiences, venues, staff, contractors and volunteers. You will be expected to be able to build relationships with people at all levels and encourage and nurture events, providing guidance for the selection, development and production of the festival programme.

Brighton Digital Festival is led by a consortium that bridges the city's arts and digital creative industries, and includes representatives from Wired Sussex, Clearleft, Lighthouse, Fabrica, South East Dance, Phoenix, Brandwatch, Pure360, Brilliant Noise, and Brighton & Hove County Council. Festival activities are delivered by a wide range of primarily self-financed partners ranging from very experienced event organisers to those new to such activity.

The Festival Director will report to the Festival Consortium and will need to work closely with other key stakeholders. The Festival Director is employed by Wired Sussex, the lead member of the BDF Consortium. The Festival Director will be responsible for ensuring the successful delivery of the Festival in 2014 and 2015, growing it in scale and ambition and putting in place strategies for its further development.

## Roles of the Festival Director

Your responsibilities will include:

### Management

- Sustaining, growing and connecting-up the Festival's community of event organisers
- Coordinating, supporting and advising new and existing event organisers
- Providing operational and other support to the Festival Consortium
- Developing and delivering an effective marketing and communications strategy (on and off line)
- Coordinating and overseeing the administrative aspects of the Festival
- Monitoring and reporting on Festival activity (including reports required by the Arts Council)
- Commissioning and coordinating an evaluation of the Festival
- Coordinating documentation of Festival events
- Line managing the Festival Co-ordinator, volunteers and freelancers
- Ensuring the Festival website and other online platforms are used effectively and strategically
- Managing the Festival Budget

### Development

- Developing and delivering a sponsorship and fundraising strategy for the Festival in 2015
- Supporting the development of a sustainability strategy for the Festival post 2015
- Developing and maintaining relationships with key stakeholders, for example Arts Council England, American Express and Brighton and Hove City Council as well as those in the visitor economy and education sectors

### General

- Attend monthly consortium meetings and other meetings as required
- Manage key festival planning meetings, such as town hall meetings
- Work flexibly according the programme of events
- Work within statutory policy on Health & Safety and Equal Opportunities

## Person Specification

### Essential

- Strong experience of successfully creating and managing large scale cultural events
- Good experience of working on marketing and communications campaigns
- Sound financial management and commercial expertise
- Sound knowledge of the digital and arts sectors in Brighton
- Experience of working on projects with multiple stakeholders
- Good people management skills including managing staff, volunteers, and other sub-contractors
- Strong interest in digital culture and good awareness of the Brighton Digital Festival programme
- Confident in the use of multiple social media channels as part of a communications strategy
- Excellent communication and presentation skills
- Flexible, pro-active approach and excellent initiative

### Desirable

- Experience and understanding of commercial fundraising and arts sector funding
- Experience of successfully creating and delivering sponsorship opportunities
- Experience of report writing for funders and stakeholders
- Experience of creating and initiating marketing and communications campaigns
- Experience of commissioning and overseeing evaluation of projects
- Experience of developing or managing audience engagement strategies

## Place of Work

The Festival Director will be based in Brighton at the offices of Wired Sussex, but will be required to conduct meetings and assist outside of the office.

## Reporting

The Festival Consortium develops and decides upon overall strategies, goals and targets for the festival and the Festival Director is required to report monthly to the consortium in this regard. The Festival Director is employed by Wired Sussex, the lead member of the BDF Consortium and is based at their offices in Brighton. However, we are looking for a Director who is a strong self starter and is able to translate general strategies into day-to-day decisions themselves and act upon them.

## How to Apply

Interested candidates should submit applications by email before the deadline of **14 May (12pm)**

Interested candidates should submit applications by sending the following 3 documents by email:

- A letter of application. The letter must be a maximum 3 sides of A4, in either Word or PDF format.
- A current CV. The CV must be a maximum 2 sides of A4, in either Word or PDF format.
- A document containing the names and contact details of 2 referees

Your letter of application must include:

- An outline of why you want this job
- An outline of how your past professional experiences qualifies you to undertake this role
- A clear outline of how you meet the person specifications, drawing on specific examples of your past professional experience
- An indication of your availability to start the role, and how many days per week you could commit to the job
- An indication of your availability to attend interviews in Brighton on 19 and 20 May 2014.

Please submit your application via email to [caroline@wiredsussex.com](mailto:caroline@wiredsussex.com)

Clearly mark the email: Application, Festival Director

## Key Dates

Advertisement of position issued:	9 April 2014
Applications due:	14 May 2014 (midday)
First interviews:	19 May 2014
Second interviews (if required)	20 May 2014

## Enquiries

Enquiries should be addressed by email to Rebecca Watkin, Wired Sussex  
Email: [rebecca@wiredsussex.com](mailto:rebecca@wiredsussex.com)