

LIVERPOOL IRISH FESTIVAL

FESTIVAL COORDINATOR

Area:	Events and programme
Salary:	See advert for full contract breakdowns. Total salary for period 1: £15,725
Contract Type:	Freelance or PAYE, subject to negotiations within the contract value
Responsible To:	Artistic Director and CEO.

OVERVIEW

This role and role-holder should be fun, active, fulfilling and engaging. It requires energy and dynamism, strong interpersonal skills and commitment. The candidate need not come from the arts or culture sector (or have Irish connections), but they must be passionate about supporting audiences, access and celebrating people.

We welcome and encourage applications from all protected character groups.

THE WORK

The Festival Coordinator will work with *Liverpool Irish Festival's* Director to plan and deliver all front-of-house, artist liaison and audience journey delivery for our annual Festival. The Festival Coordinator will assist advocating the Festival's work to partners, venues and audiences throughout their contract, whilst also ensuring volunteers are well recruited and support audience data is gathered efficiently and warmly and all project and programme delivery is rolled out smoothly.

This may require working with the Festival's Artistic Director and CEO and any external consultant or partners the Festival engages. The Festival Coordinator will support all campaign delivery (digital, in person and hybrid events; social media and print platforms where required) effectively and using our brand voice. Depending on the directions and plans the Festival Coordinator makes with the Artistic Director and CEO, the Festival Coordinator may assist with organising and delivering fundraising/programme events, developing campaign content and devising ways to increase brand awareness and income streams. There may be some lone-working, though often the Festival Coordinator will line-manage a volunteer team.

Whilst a relevant BA Degree or content creation and delivery experience is desirable, it is not essential. We can train candidates in our house style and needs. We'd like someone keen to learn, support our charitable aims and transfer their skills to create positive event experiences for all concerned. Their work will actively contribute to the Festival's ability to deliver a successful programme, grow and understand audiences and build artistic reputation. Similarly, arts and/or culture sector experience is beneficial, but not critical.

Primarily this is a front-of-house post, but in a post-Covid landscape this may mean turning your hand to online event production and management. We welcome those who want to develop their volunteer credentials (recruitment, management, training); festival handling experience and arts sector networks. Such a person also needs to be able to report on the effectiveness of their actions and the data their team collects (within provided frameworks). It requires social competency, computer and English literacy and a desire to support an arts and culture charity to survive and thrive. Customer and client service is paramount. Success will be measured against event successes, volunteer delivery and data targets, set with the Artistic Director and CEO.

Applicants are asked to review our [Artistic Policy](#) for details on our ethos, methodology and aims.

FESTIVAL COORDINATOR RESPONSIBILITIES

Work with the Artistic Director and CEO to

- consider annual communications for volunteers – how do we re-engage volunteers next year?
- coordinate schedules between the Festival's contractors, volunteers and Board
- create a social media campaign plan and support its delivery, including making posts on organisational channels and liaising with an PR and Comms consults the Festival recruits
- create dynamic/engaging volunteer campaigns that raises awareness for the volunteer opportunities, recruits, trains and activates a volunteer programme
- develop and deliver whatever connectivity is needed to keep the volunteers engaged, in touch and activated to deliver the planned schedule of events/activities
- establish a front-of-house schedule, team and Festival delivery plan
- foster positive relationships with current and potential artists/business partners/venues, consistently
- help to fulfil our carbon emission and green policy activities
- play an active part in ensuring environmental sustainability and promote carbon reduction initiatives wherever possible
- set up reporting mechanisms for each event, incorporating the needs of our reviews and funders
- set, manage and attain programme delivery goals
- use the Festival's brand voice, imagery and messages when undertaking front-of-house duties (not prescriptively, but be aware of what we are advocating and ready to answer general Festival questions)
- write copy and develop content for the Festival website and social channels, as needed.

Work alone to

- consider volunteer welfare and training needs
- understand the Festival programme and FAQs you may be asked, e.g., which artists you'd recommend, what's coming up...
- generate and upload exciting and engaging digital content to Festival platforms in relations to your work
- coordinate reporting (we will offer support in this to help with house-style and our *WordPress* templates)
- manage project workflow and oversee day to day milestones for volunteer programme and front-of-house roll out, including any time required for artist or venue liaison
- where relevant, record and track event/audience/prospect data and information, including budget information, registration lists and campaign results
- complete day-to-day administration, including -possibly- minute taking (training can be provided)
- help ensure the smooth operation of the office and other duties as assigned
- have an awareness of, and comply with, rules and legislation pertaining to *Health and Safety* at work and to adhere to the procedures as set out in the Festival's *Policy Pack*
- adhere to other guidelines, procedures and policies provided by the Festival.

The role is based in Liverpool and is designed primarily for event and home working, though in-person meetings will be required. It is possible the role may require you to travel outside Liverpool (with travel costs arranged via the Festival). This will be in liaison with the postholder and wholly in relation to the post, training for the post or fundraising efforts.

SPECIFICATION FOR FESTIVAL COORDINATOR

ESSENTIAL

- Ability to
 - work well in one-to-one and team environments to promote charity initiatives

- prioritise and manage multiple milestones and projects efficiently
- embody and advocate the Festival's mission, vision and values
- interpret a brief, incorporating brand assets, tone and needs
- Knowledge on recruiting and managing volunteers, front of house responsibilities and needs and providing support for artists
- Professional written and interpersonal skills are critical
- Positive, practical problem solver
- Strong computer and English literacy skills will be an advantage
- A creative thinker with a will to test and pursue ideas, with high-quality control settings and interest in helping people enjoy their time (professional or leisure)
- A person who can sustain their energy for event work and audiences, taking in to account political sensitivities and charity position
- Confidence in testing new systems and ideas to create interesting and relevant experiences
- Ability to work from home for administrative work (e.g., had access to internet and **Office** conversant packages) and to work occasional (planned) evenings and weekends. *

* The **Liverpool Irish Festival** maintains an office in **Baltic Creative CIC**, which the Festival Coordinator may access. However, computers are limited and IT (e.g., computers and laptops) are not provided.

DESIRABLE

- 1-3 years of experience working in front-of-house or customer service environment
- A flair for working with people and respect for volunteers
- Ability to
 - generate interest in the company or program
 - help audiences by building safe spaces in which to communicate complex and emotive topics to different audiences
 - develop reporting to provide accurate forecasts and indications of campaign success/failure
- Commitment to social justice, equality of opportunity and intersectional positivity
- Experience of
 - running digital events and live streaming
 - working with grassroots communities
 - or knowledge of GDPR
 - working with a diverse team and promoting a positive brand image
- Someone with
 - emotionally intelligence and self-awareness, with the ability to ask for/receive and offer assistance or recommendation, when and where needed
 - independent thought; self-motivated to ask questions, minimise procrastination and challenge inaction
- Strong interpersonal skills, with a good sense of accountability, strong dependability, and impeccable integrity. This person will need to be able to show outward good humour, when the chips are down.

This job description and specification should not be taken as an exhaustive description of the role. Nor should applicants feel they must meet every aspect.

Rather, it is indicative of the types of responsibility covered by this job. **Liverpool Irish Festival** reserves the right to make reasonable changes, as necessary, commensurate with the nature of the post held and to review the job description annually or as required.