



Manchester
Literature
Festival

DIGITAL ENGAGEMENT CO-ORDINATOR (FREELANCE CONTRACT)

Manchester Literature Festival seeks a Digital Engagement Co-ordinator to help promote this year's Festival (7 - 23 October 2022) as well as year-round events and education projects.

ABOUT MLF

MLF began trading in 2006 and was built on the legacy of its successful predecessor, Manchester Poetry Festival. Providing unique and imaginative opportunities for audiences to experience high quality live literature, the Festival takes place annually in October, and also presents a Spring programme and signature/special events outside the Festival period, as well as an ongoing education programme.

A firm believer in the transformative power of words and stories, MLF showcases and commissions some of the most interesting voices in fiction, poetry, literature in translation, song writing, activism and culture. Featuring both established and emerging writers, the Festival provides a platform for women writers, LGBTQ+ writers, working class writers and writers of colour to reflect the rich diversity of Manchester.

Due to the impact of the Covid-19 pandemic, we produced digital and hybrid iterations of MLF in 2020 and 2021, featuring high profile authors, poets, artists and activists from across the globe, including conversations with Tori Amos, Angela Davis, Bernardine Evaristo, Bobby Gillespie, Nick Hornby, Kazuo Ishiguro, Rebecca Solnit, Elizabeth Strout and Kae Tempest.



Previous MLF guests have included Booker Prize-winning novelists Margaret Atwood, Roddy Doyle, Anne Enright, Howard Jacobson, Marlon James, Ben Okri and Arundhati Roy; Poets Laureate Simon Armitage, Carol Ann Duffy, Seamus Heaney, Jackie Kay and Tracy K Smith; Children's Laureates Malorie Blackman, Lauren Child, Michael Morpurgo and Michael Rosen; musicians Brett Anderson, Guy Garvey, Johnny Marr, Neil Tennant and Tracey Thorn; comedians Jo Brand, Susan Calman and Sarah Millican; and other cultural figures including Alan Johnson, Mona Eltahawy, Graham Norton and Vivienne Westwood.



MLF events take place in venues across Manchester including Central Library, Royal Northern College of Music, Martin Harris Centre for Music & Drama, Manchester Museum, International Anthony Burgess Foundation and HOME.

The Festival is also committed to developing and delivering work that offers children and young people access to the very best in contemporary writing from across the world. This is done through the delivery of projects and events as part of the annual Festival, and a year-round programme of opportunities in schools and libraries across Greater Manchester supporting children and young people to be creative.

Led by the MLF Chair, the Festival was central to the designation of Manchester as a UNESCO City of Literature in 2017, working in partnership with Manchester City Council, The University of Manchester, Manchester Metropolitan University and partners across the city's cultural sector.



MLF employs two Co-Directors, a Children and Young People's Programme Producer and a team drawn from a network of freelancers covering PR, marketing, social media, fundraising, volunteering, event and project management, and outreach delivery.

MLF is a Charity and a Company Limited by Guarantee. The Festival holds National Portfolio Organisation status with Arts Council England and is also supported by the Greater Manchester Combined Authority Culture Fund and Manchester City Council, with The University of Manchester as its Higher Education Partner. Other funds and support are secured from a range of partner organisations, businesses and trusts and foundations.

DIGITAL ENGAGEMENT CO-ORDINATOR: JOB DESCRIPTION

Core Tasks:

- Assist the Festival team in promoting the MLF programme in addition to year-round events, digital content and education projects through the creation and distribution of copy and images/videos using a wide range of digital communication channels including:
 - Creating and scheduling social media posts across the Festival's various platforms including Facebook, Twitter and Instagram
 - Replying to social media comments/responses
 - Planning competitions and promotions on social media
 - Co-ordinating Facebook and other social media adverts
 - Compiling monthly General and Members e-newsletters using Constant Contact mail service
 - Creating and posting content on the MLF Chapter & Verse blog (<https://blog.manchesterliteraturefestival.co.uk/>)
 - Updating content on the Festival website

- Research and recommend alternative social media platforms to engage a younger demographic.
- Seek out strategic and reciprocal social media marketing opportunities with relevant organisations, institutions and community groups (locally, nationally and internationally) to enable the Festival to reach a wider and more diverse audience.
- Work with the team to create targeted social media campaigns to engage current and new audiences, increase box office revenue and attract new subscribers to the Festival's various social networking sites.
- Liaise with the Festival's PR team, ensuring the smooth delivery of a joined-up communications campaign.
- Attend an agreed schedule of MLF events throughout the year and 'live tweet' from them.
- Contribute to Festival monitoring and evaluation by providing regular analysis of social media engagement and a full report on digital marketing activity at the end of the Festival in October.

- Represent MLF in a professional manner and promote the Festival's Mission and Vision.
- Foster and promote positive working relationships with the rest of the team.

The Festival is looking for someone who can demonstrate the following skills and experience:

- Strong understanding and experience of different social/digital platforms including Twitter, Facebook and Instagram
- Excellent IT skills
- Experience of communications and/or marketing for cultural activities
- Keen interest in contemporary literature and culture
- Experience of and excellent skills in copywriting for communications channels
- Excellent communications skills and the ability to communicate effectively with a diverse range of audiences from many cultural and socio-economic backgrounds

- Excellent eye for detail
- Ability to utilise and create compelling images and videos for use on social media
- Mailing list curation and management via Constant Contact or similar
- Understanding of the importance of the MLF brand and house style
- An understanding of GDPR and permission marketing
- Ability to work as part of a team and on own initiative
- Ability to work under pressure and to tight deadlines
- Ability to work flexible hours according to programme and event demands
- A strong social media presence and/or following is desirable

The above list is indicative only and not exhaustive. The Digital Engagement Co-ordinator will be expected to perform duties as are reasonably commensurate with the role.

Job Related Information

- The Digital Engagement Co-ordinator will be responsible to the Co-Director with a responsibility for leading on Programme & Production
- You will be required to attend regular staff meetings (e.g. monthly) at the Festival office in central Manchester or on zoom
- Most of the work of the Digital Engagement Co-ordinator's work will be carried out from their own base/home-office or remotely. Please note: you must have access to your own laptop and electronic devices

Contract Period

- 40 days between June and December 2022
- The allocation of days will vary each month, with the majority of work undertaken from July to November 2022 (full-time over the Festival period)
- This contract may be renewed on an annual basis, subject to performance and available budget

Fee

- A fee of £5,000 is available
- The post-holder will be responsible for paying their own Tax and National Insurance contributions

Expenses

- Reasonable travel expenses can be claimed for travel to agreed meetings/events

Equal Opportunities

MLF is committed to promoting equal opportunities and to ensuring that the organisation is representative of the people of Manchester. The Festival encourages applications regardless of age, disability, gender, race, religion or belief and sexual orientation and from communities or groups that are under-represented in cultural organisations.

If the role holder is disabled, every effort will be made to supply all necessary equipment or support so that they can carry out the duties of the role.

Applicants may be required to undergo a DBS (Disclosure & Barring Service) check.



HOW TO APPLY

This promises to be a highly rewarding role for the right person. If you feel that you have the requisite skills and experience, MLF would be delighted to hear from you.

In order to apply, please provide:

- A CV (no more than two sides of A4)
- A covering letter setting out your relevant experience, links to your recent social media output and your interest in the role
- Completed Equality & Diversity Monitoring Form (downloadable from the Festival website).

Applications must be emailed to the Festival office FAO of Cathy Bolton, MLF Co-Director, by 5pm Monday 9 May 2022 at office@manchesterliteraturefestival.co.uk

The Process and Recruitment Timetable

- Deadline for applications: **5pm Monday 9 May**
- Candidates informed during the week commencing Monday 16 May
- Interviews for shortlisted candidates during the week commencing **Monday 23 May**
- Commence ASAP in June



MLF Mission & Vision

Our Mission

Manchester Literature Festival is a celebration of imagination, ideas, stories, and voices from around the world. It is part of Manchester's rich cultural tapestry and is committed to bringing together the most exciting storytellers, poets, and thinkers for everyone to enjoy.

Our Vision

Our vision is for everyone to discover a love of literature in all its forms. To provide a welcoming and inclusive space where people can connect with each other; experience events that entertain, surprise and move them; and be inspired to become the writers, readers and activists of the future.

Thank you for your interest in Manchester Literature Festival.

Manchester Literature Festival

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www.manchesterliteraturefestival.co.uk

Twitter: @McrLitFest
Facebook: www.facebook.com/McrLitFest
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Company Registration No. 4369668
Charity Registration No. 1121276