



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 (2 - 18 October 2020) as well as year-round events and education projects.**

### **ABOUT MLF**

Manchester Literature Festival (MLF) was established in 2006, and provides unique and imaginative opportunities for audiences to experience high quality live literature.

It has established itself as one of the most imaginative and highly regarded festivals in the UK's cultural calendar, showcasing inspirational writers and thinkers from across the globe, and presenting specially commissioned work by established and emerging writers. The programme profiles fiction, poetry and non-fiction, and provides a platform for women writers, LGBTQ+ writers, working class writers and writers of colour to reflect the rich diversity of Manchester.

Having grown out of the Manchester Poetry Festival, MLF has tripled in size attracting an audience of 12,000 across 75 events and 16 venues in 2019. The Festival introduced a new Culture programming strand in 2019 encompassing music, feminism, politics and environmental concerns. Highlights included feminist activists Caroline Criado Perez and Mona Eltahawy; musicians Brett Anderson and Neil Tennant; authors Jonathan Safran Foer and Kerry Hudson on climate change, class and poverty; and popular broadcaster Sandi Toksvig.

As well as presenting an annual Festival and Spring programme of live literature events, MLF also produces a year-round education programme which engages children, young people and their families in creative activities, specifically targeted in areas of the city where there is a low level of cultural engagement and high levels of child poverty.



Over the past 14 years, the Festival has featured many of the biggest names in literary fiction and spoken word including Isabel Allende, Martin Amis, Simon Armitage, Margaret Atwood, Kate Atkinson, Malorie Blackman, William Boyd, Jung Chang, Roddy Doyle, Margaret Drabble, Carol Ann Duffy, Anne Enright, Neil Gaiman, Seamus Heaney, Alan Hollinghurst, Howard Jacobson, Linton Kwesi Johnson, Hanif Kureishi, Armistead Maupin, David Mitchell, Jo Nesbo, Patrick Ness, Celeste Ng, Ben Okri, Arundhati Roy, Will Self, Elif Shafak, Kamila Shamsie, Lionel Shriver, Lemn Sissay, Kate Tempest, Colm Toibín, Rose Tremain, Sarah Waters, Colson Whitehead and Jeanette Winterson.



Events take place in venues across Manchester, including Central Library, Royal Northern College of Music, Martin Harris Centre for Music and Drama, the International Anthony Burgess Foundation and Elizabeth Gaskell's House.

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.



Festival Patrons are Rachel Cooke (author and Observer critic), Carol Ann Duffy (poet, formerly UK Poet Laureate), Jackie Kay (Scottish Makar and Chancellor of Salford University), Jenni Murray (broadcaster and anchor of BBC Radio 4's Woman's Hour), Miranda Sawyer (broadcaster and journalist), Michael Schmidt (poet, founder and editorial director of Carcanet Press and PN Review), Kamila Shamsie (author and lecturer at the University of Manchester's Centre for New Writing) and Erica Wagner (author, editor and broadcaster).

MLF consists of two Co-Directors (Cathy Bolton and Sarah-Jane Roberts), a Children and Young People's Programme Producer (Miriam Wild) and a freelance team covering marketing, fundraising, PR, and volunteering.

The Festival holds National Portfolio Organisation (NPO) status with Arts Council England and is also supported by Manchester City Council, with The University of Manchester as its Higher Education Partner. Other funds and support are secured from partner organisations, businesses, and trusts and foundations.



[www.manchesterliteraturefestival.co.uk](http://www.manchesterliteraturefestival.co.uk)

Company Registration No. 4369668 and Charity Registration No. 1121276



## DIGITAL ENGAGEMENT CO-ORDINATOR: JOB DESCRIPTION

### Core Tasks:

- Assist the Festival team in promoting the MLF programme in addition to year-round events and education projects through the creation and distribution of copy and photos/images 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
- 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.
- In collaboration with MLF's Children & Young People's Programme Producer, and the Co-directors of the Centre for New Writing at the University of Manchester, provide training for MLF's Young Digital Reporters and students from the Centre for New Writing on how to write engaging online reviews of literature events, and post the resulting work in a timely manner on the MLF Chapter & Verse blog.
- 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, a full report on digital marketing activity at the end of the Festival in October, and producing an MLF *Wakelet* (<https://wakelet.com/>) or similar to showcase the Festival's digital media highlights.
- Undertake an 'ambassadorial' role as a public face of MLF.
- 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
- Ability to utilise and/or 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 (eg. monthly) at the Festival office in central Manchester
- 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**

- A minimum of 50 days between April and December 2020
- The allocation of days will vary each month, with the majority of work undertaken from July to November 2020 (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 email or attached 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 can be emailed or posted to Cathy Bolton, MLF Co-Director, by Friday 20 March 2020:**

- **Email:** [director@manchesterliteraturefestival.co.uk](mailto:director@manchesterliteraturefestival.co.uk)
- **By post:** Manchester Literature Festival, The Department Store, 5 Oak Street, Manchester M4 5JD

## The Process and Recruitment Timetable

- Deadline for applications: 5pm, Friday 20 March
- Candidates informed during the week commencing 30 March
- Interviews for shortlisted candidates during the week commencing 6 April
- Commence ASAP, ideally in April

There will also be an opportunity for the successful candidate to have a handover with the Festival's previous Digital Engagement Co-ordinator.



**Thank you for your interest in Manchester Literature Festival.**

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**Manchester Literature Festival**

The Department Store  
5 Oak Street  
Manchester M4 5JD

**[www.manchesterliteraturefestival.co.uk](http://www.manchesterliteraturefestival.co.uk)**

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