



International Agatha Christie Festival (IACF) Director

April 2016

Job title: Festival Director

Contract: Phase 1 from 1st July 2016 to securing of Arts Council of England funding or August 31st, whichever is sooner;

Phase 2 from successful application for Arts Council funding to 30th September 2019 or delivery of the Arts Council reports for the Festivals, whichever is later; for an average of 2 days per week, hours part-time over 7 days as necessary. The work will be more intensive in the lead up the actual Festivals.

Fee: £5000 for phase one; with a phase 2 fee of £25,000 per annum subject to funding for the overall Festival being successful.

Reporting to: Chairman of International Agatha Christie Festival Trustees

Based: Offices in Torquay

The International Agatha Christie Festival Board is seeking an experienced Festival Director to help achieve the festival's ambitions in education, the arts, culture and heritage, and to perpetuate the legacy of the best selling author of all time.

The festival is a partnership event, with the Board of Trustees comprising representatives from *Torbay Council, the English Riviera Tourism Company (ERTC), the Agatha Christie family, Agatha Christie Ltd, HarperCollins publishers, Francis Clark accountants and Wollen Michelmores Solicitors.*

Background

Agatha Christie was born in Torquay in 1890, and the town and surrounding area has held a festival since 2005 to celebrate the author's life and works. It has varied in length over the years and is a popular event attracting local, national and international audiences.

In 2012 the Festival Board commissioned a feasibility report to create a new artistic vision for the festival and an action plan to take it to the next phase. In 2014 it became the International Agatha Christie Festival with the objectives of supporting the resident and visitor economy of the Torbay area and continuing Agatha Christie's legacy.

The event became a stand-alone festival running under a Board of Directors in 2015, coinciding with the 125th Anniversary of Agatha Christie's birth, and achieved charitable status in 2016.

As part of its new strategy as a charity, the Board have announced that the Festival will now take place every two years from 2017, with a single birthday event taking place in Torquay in the intervening years.

The Trustees are keen to fulfil their charitable objectives through the advancement of education, the arts, culture and heritage and seek an experienced Festival Director to help us achieve them.

The role is based in Torquay.

The role is advertised as a part-time role (2 days per week) in the first instance. We are aware that many creative managers and producers in the events and literature sectors will work with a portfolio of clients and we are therefore able to offer this role at a minimum of two days per week if the candidate can demonstrate that they have the experience to deliver the full ambitions of the role in that time. This is also on the basis that they will be available full-time during the lead up to and the delivery dates of the Festival itself.

We have ambitious plans to grow the Festival in stature and this may require the Director taking on more days per week as the funding allows.

This post is offered as a series of milestones, with the success of each milestone forming the basis of the next aspect of the work. Initially, the post will be charged with securing successful funding for the 2017 Festival (Phase 1), with support from Torbay Council and once this is successful then the next milestones will be agreed. A rolling contract to the end of 2019 will be offered in line with the agreed milestones.

Job Description

The IACF Festival Director will deliver the collaborative strategy for the new biennial International Agatha Christie Festival, guided by a Board of Trustees representing the stakeholder groups as above. The post-holder will fulfil the role of Festival Director for this keynote event of the literature calendar, to be held September 2017 and biennially thereafter around the date of Agatha Christie's birth – 15th September. They will also lead the organisation for the birthday celebration event and developmental work in the intervening years. The role will also require the development and delivery of a year-round programme of educational programming and community engagement catalysed around the core Festival with high quality and creative programming.

The post-holder will create and deliver a literature and arts based festival which will;

- Deliver IACF business plan and targets to engage a literature and arts audience to celebrate the works and legacy of Agatha Christie, supporting the delivery of fundraising and project development in line with targets and business plan.
- Provide activity to broaden the reach of the IACF with stakeholder partners, other cultural organisations and communities in order to extend and showcase the Agatha Christie brand to the region/nationally/internationally.

Main Duties and Accountabilities *The following gives an indication of the duties and responsibilities that the post may involve. The exact nature of these duties and*

responsibilities will change over time and the post-holder will be expected to work flexibly and carry out any work that is reasonably required and is appropriate to the post. The post holder will be accountable to the Board of Trustees through the Chairman of the Board.

Job role and responsibilities:

- To co-ordinate the delivery of the IACF Festival, building its profile as a major part of the UK-wide festival calendar and as a large-scale regional, UK-wide and internationally significant event.
- To act as the central liaison point between other project partners and the stakeholders. S/he will be the lead manager of operational aspects of the festival including finances, HR and office management to ensure a successful delivery.
- To create a sustainable and effective approach to IACF delivery to ensure maximum benefit to audiences and artists as part of a commitment to public engagement, including cross-artform engagement as appropriate.
- To raise the profile of the IACF in order to broker new activity with the stakeholders and with the wider arts and culture infrastructure at home and internationally.
- To co-ordinate a festival working party and provide line management and supervision for any other staff as necessary as the festival grows.
- To develop audiences for IACF and increase both the quality and quantity of opportunities for engagement in reading and writing.
- To enable the effective engagement of libraries and book stores
- To work with new and existing initiatives to ensure that both individual writers and the wider literature infrastructure are engaging with the stakeholder partners' aims and priorities.
- To work with students and young people to improve employability through the IACF for example by brokering opportunities for students to take up work experience.
- To bring together existing Torbay cultural workers and organisations to share ideas and develop new work, for instance to broker activity between festivals and publishers, between writers and live literature promoters, to encourage rural touring networks to work with arts and literature and to encourage arts education organisations to work with writers and artists
- To advocate the IACF to other sectors, for instance education, health, tourism and heritage providers, and to demonstrate the application of literature and arts development beyond traditional formats, for instance through the internet, digitally or as cross art-form work
- To manage the successful growth of a 'Friends of IACF' initiative
- To develop and oversee delivery of a volunteer programme
- To develop and deliver a strategic fundraising campaign to increase investments and support from non-Arts Council and Lottery sources.

Person specification

Essential:

- Detailed working knowledge of the regional and national literature, arts and culture sectors, and experience in strategic event planning
- Experience of literature and/or arts festival development on local/regional or national scale
- Experience of Literature Festival and literature programme delivery including artistic programming and management of artist participation.
- A minimum of three years' relevant project and people management experience.
- Excellent communication skills, capable of establishing credibility with organisations and individuals within the sector and with partner bodies, including funders.

- Ability to develop and manage a range of complex partnerships and relationships within the sector and involving different organisations and public sector agencies.
- Experience of working with Higher Education establishments, particularly inter-departmental communications and partnerships.
- High level contacts in the literature and arts sectors and industry
- Experience of volunteer programme development and delivery.
- Understanding of public sector finance and funding opportunities/challenges and their application to sector development.
- Relevant experience of working with funding and grant awarding bodies.
- Experience of marketing, press and publicity, and of liaising with partners involved in the design, production and delivery of informational and marketing materials to ensure a high public profile for the Festival, the literature programme and the stakeholders.
- Experience of project and data evaluation.

Desirable:

- Track record of working at a strategic level in a senior arts sector role
- Good awareness, understanding of, and empathy with, issues concerning the creative industries sector as a whole
- Experience of working with local authorities, National Lottery distributors and other funding bodies
- Good ICT and presentation and design skills and the ability to apply such skills to the role.
- Based locally in the South West and have an understanding of Torbay as an area.
- A positive appreciation and knowledge of Agatha Christie's work, life and importance to Torbay, nationally and internationally.

To Apply

Please apply by sending your CV and a covering letter describing why you feel you meet the criteria for the role to frances.hughes@torbay.gov.uk

The deadline for applications is Wednesday 18th May 2016 and interviews will be held in Torquay on week commencing 6th June 2016.