

Cambridge Literary Festival

Job Description: Fundraising and Marketing Manager

About Cambridge Literary Festival

Staging two festivals each year plus a number of events throughout the year, Cambridge Literary Festival showcases the best in contemporary writing and thinking from across the world. Attracting hundreds of acclaimed novelists and poets, cultural thinkers, comedians, politicians and scientists to engage, provoke and entertain audiences in some of Cambridge's most beautiful colleges and historic buildings providing a rich cultural offering for this renowned seat of learning. Launched in 2003, the festival has been well attended and enthusiastically praised from the very first. Our charitable aim is the advancement of education for the benefit of the public by the promotion of literature, language and the arts. You could help us continue to succeed.

Job Title:	Fundraising & Marketing Manager
Location:	Central Cambridge
Reports to:	Director
Key Relationships:	Director of Fundraising & Partnerships and Board of Trustees

Summary

This exciting, new role will increase both awareness and income for our organisation, by developing and delivering communication and fundraising activities targeted to key audiences. It will focus effort to raise voluntary income via a variety of fundraising methods with emphasis on individual giving, trusts and corporates; it will develop and steward our loyal membership of supporters and recruit new ones ; and ensure that our content rich festivals are marketed and communicated effectively to be shown off to their best to attract larger audiences.

Key Responsibilities

Fundraising

- Expand and maintain our 'Friends of the Festival' scheme
- Increase individual giving to achieve targets
- Maintenance of our existing database of supporters to nurture existing contacts
- Maximise opportunities such as recruitment at events and text to donate
- Ensure timely, appropriate communications are sent to our 'Friends' at all levels of giving
- Gain a thorough knowledge of our database, to ensure fundraising activities such as Legacy giving can be introduced at an appropriate time
- Trust and Foundation applications, following on from recent successes, a key focus will be to research, and create persuasive applications that allow us to continue to secure grants from Trusts and Foundations for our work with schools, education and young people within our community
- Track and produce reports against key performance indicators including value of live applications and success rate of applications
- Support corporate partnerships created and actively seek new ones
- Securing packages of support for elements of the festival such as 'The Green Room' or an individual event or a venue.
- Seek and confirm programme advertising
- Ensuring all supporters large or small, are thanked appropriately



Marketing

- Create and deliver integrated communication campaign prior to each festival
- Support media partnerships to maximise ticket revenue and awareness in the run up to each Festival period
- Manage content across all digital and social media platforms
- Maintain our website, with support from Festival Manager, on time-scales and information shared there
- Create e-bulletins as main communication channel with our supporters
- Use Mailchimp reports to analyse success of campaigns and continually improve performance
- Support Festival Director on the design, production and copy writing of all printed material and official programme where needed, including responsibility for publicity material

Key Skills

- Proven fundraising achievement and marketing experience
- Excellent written skills with ability to produce concise, creative and persuasive content
- Experience of working in a communications / fundraising environment
- Excellent communication and presentation skills, specifically in relationship building
- Ability to demonstrate initiative and working well under pressure
- Ability to extract, interpret and respond to data from our database
- Understanding of and ability to generate and manage budget
- Willingness to work occasional evenings and weekends as required in line with Festival calendar
- Knowledge of the Charity Sector
- Work autonomously and manage time effectively
- A demonstrable passion for literature and the arts

Summary of Terms & Conditions

Remuneration

£24 – 28K dependent on experience

Contract

This is a full time position

Application Process

Please send your application (CV and covering letter) by Friday 20th September at 10am to Cathy Moore: cathy@cambridgeliteraryfestival.com.

Interviews will take place on Friday 27th September