

Cambridge Literary Festival Trustee: Digital Strategy

Voluntary role
Approx. 6 – 10 days per year
Cambridge / Hybrid

About Cambridge Literary Festival

Cambridge Literary Festival is one of the UK's leading literary events, presenting a vibrant programme of talks, debates and performances featuring world-class writers, thinkers and artists. The Festival celebrates books and ideas across fiction, non-fiction, poetry, politics, science, history and current affairs, engaging diverse audiences in Cambridge and beyond.

About the role

Trustees are responsible for the overall governance, strategic direction and financial sustainability of the Festival. Working closely with the Chair, fellow Trustees and Festival Staff, all of our Trustees ensure that the organisation fulfils its charitable objectives and delivers an ambitious, inclusive and financially sound programme.

We're looking for a new Trustee to join our board with expertise in digital strategy, publishing, technology or audience innovation to help shape the Festival's digital development and future growth. This Trustee will support the organisation in strengthening its digital presence, audience engagement, data capability and technological resilience in an increasingly hybrid cultural landscape. We'd particularly love to hear from digital candidates who also have a knowledge of publishing. This is an opportunity to play a pivotal role in strengthening the Festival's long-term financial resilience while supporting an ambitious cultural programme and a small, dedicated team.

Key Responsibilities

As a Trustee, you will:

- Contribute to the development and oversight of the Festival's strategic vision and long-term planning
- Ensure the organisation complies with its governing document, charity law, company law and other relevant legislation
- Safeguard the Festival's reputation, values and charitable objectives
- Oversee financial performance, ensuring effective stewardship of resources and long-term sustainability
- Support fundraising and development activity, including advocacy and relationship-building
- Provide constructive challenge and specialist insight where relevant
- Act as an ambassador for the Festival within your networks and the wider community
- Support the Artistic Director, Head of Operations and other staff (where appropriate)

And as the dedicated Digital Trustee, you will:

- Provide strategic oversight of digital development and innovation
- Advise on digital audience growth, engagement and retention
- Support the development of online content, hybrid events and digital programming
- Guide the use of data, CRM systems and audience insight to inform decision-making
- Advise on digital marketing effectiveness and platform strategy
- Provide insight on cybersecurity, digital infrastructure and emerging technologies

- Offer constructive challenge to ensure digital ambitions align with organisational capacity and strategy
- There is also potential to contribute to the work of the Programme committee, if you also have experience in publishing

Person Specification

For all our Trustee roles, we are seeking individuals who:

- Are committed to the aims and values of Cambridge Literary Festival
- Have sound judgement and a strategic mindset
- Are able to work collaboratively as part of a Board
- Understand (or are willing to learn about) the legal duties and responsibilities of trustees

Specifically for this Digital role, we are particularly interested in candidates with:

- Senior experience in digital strategy, technology, media, marketing or platform development
- A strong understanding of data, audience analytics and digital engagement
- An awareness of digital risk management and governance considerations
- A strategic, forward-looking mindset
- Experience of digital transformation within a cultural, educational or mission-driven organisation (desirable, but not essential)

You do not need prior trustee experience, but an understanding of charity governance would be useful.

Time commitment

- Approximately 4-5 Board meetings per year (typically evenings) – some in Cambridge, some online
- Attendance at Festival events (usually twice annually)
- Participation in sub-committees or working groups as required – typically in Cambridge
- Preparation time for meetings

Term of Office

Trustees are typically appointed for an initial term of three years, renewable by agreement up to a maximum of nine years.

Remuneration

This is a voluntary role and therefore doesn't have a salary attached. Reasonable expenses may be reimbursed.

Diversity and Inclusion

Cambridge Literary Festival is committed to building a diverse and inclusive Board. We particularly welcome applications from individuals currently underrepresented in the arts and charity sectors.

How to Apply

Please send your **CV and a short expression of interest** outlining how you match the role and person specification to william@cambridgeliteraryfestival.com by **12pm on Friday 27 March**.