



Marketing and Audience Development Manager: Recruitment Pack

Job Title: Marketing and Audience Development Manager

Salary: £35,000 per-year (pro-rata)

Hours: Part-time (0.4 FTE / 15 hours per week)

Contract: 12-month fixed term (with potential to extend – see below)

Location: Flexible – the post-holder will be expected to attend regular meetings in central Manchester but may work a mix of days from the Festival office and remotely from within the North-West

Benefits: Auto-enrolment pension, 10 days paid holiday plus pro-rata public holidays

Reports to: Festival Co-directors

Start date: April 2025

Job Role

This new role has been created to help Manchester Literature Festival expand its audience and increase the organisation's long-term resilience as we celebrate our 20th year. We are looking for a dynamic and creative individual with a strong background in marketing/communications and audience development to help us engage with new audiences, raise the Festival's profile and generate more income through box office, memberships and sponsorship. The role is being offered on a twelve-month fixed-term basis initially. An option to extend the contract will be linked to successful achievement of organisational goals, which this role will contribute to.

About Manchester Literature Festival



Manchester Literature Festival (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 16-day Festival takes place annually in October. We also present a Spring programme and signature/special events outside the Festival period, as well as an ongoing Creative Learning 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, Global Majority writers, LGBTQ+ writers, and working class writers to reflect the rich diversity of Greater Manchester.

Previous MLF guests have included prize-winning novelists Margaret Atwood, Roddy Doyle, Bernardine Evaristo, Damon Galgut, Alan Hollinghurst, Marlon James, Barbara Kingsolver, Arundhati Roy, George Saunders, Elif Shafak and Douglas Stuart; Poets Laureate Simon Armitage, Carol Ann Duffy, Seamus Heaney and Jackie Kay; Children's Laureates Malorie Blackman, Lauren Child, Joseph Coelho, Michael Morpurgo and Michael Rosen; musicians Viv Albertine, Brett Anderson, Neneh Cherry, Guy Garvey, Johnny Marr, Thurston Moore, Arlo Parks, Neil Tennant and Tracey Thorn; actors Richard Armitage, Rob Delaney, Sheila Hancock, Ruth Jones and Harriet Walter; comedians Jo Brand, Susan Calman, Sarah Millican and Graham Norton; prominent activists, feminists and disruptors Patrice Cullors, Angela Davis, Reni Eddo-Lodge, Mona Eltahawy, Edward Enniful, Dara McAnulty, George Monbiot, Gloria Steinem and Vivienne Westwood.



MLF events take place in a range of venues across Manchester including Central Library, Contact, HOME, Martin Harris Centre for Music & Drama, RNCM and Z-arts.

We also nurture the next generation of readers, writers and creative practitioners through our year-round Creative Learning programme. We provide safe spaces for children and young people to develop confidence in their own identity and respect for each other, learn to express themselves, and experiment and take risks with their own creative development. We work in partnership with a wide range of delivery partners including libraries, Sure Start centres, Media Cubs and Reform Radio. Most of our Creative Learning activities are targeted at schools and communities in the most socially deprived districts of Greater Manchester.



Led by the former 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, digital engagement, fundraising, volunteer coordination, event management and office administration.

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 Cultural Partnership Fund, 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.



Job Description / Responsibilities

Strategy & Audience Development

- Develop and monitor the Festival's Communication and Audience Development Plan in consultation with the Festival Co-directors and Board of Trustees.
- Develop strategies for increasing engagement with diverse audiences, particularly those from a global majority, LGBTQ+ and/or low socio-economic background, as well as those who identify as disabled, D/deaf and/or neurodivergent.

- Liaise with CYP Programme Producer to improve insights and collation of delivery impacts from Creative Learning activities to inform future funding applications.
- Review Get Closer Membership scheme offer and develop strategy for 20th anniversary membership drive.
- Review existing data/information capture and boost where needed across audience profiling, media coverage, social media impact and economic/social impacts to support evaluation of Festival activities.
- Develop strategies for boosting engagement with book clubs and create attractive ticket offers.

Marketing, Communications & Box Office

- Manage production of all physical and digital print assets (brochures, leaflets, posters, digital screen adverts and banners) and be the main contact and liaison with designers and printers.
- Be main liaison with external box office provider (Quaytickets) ensuring all events are set up in a correct and timely manner.
- Work closely with core staff and freelancers including PR agency and Digital Engagement Coordinator to deliver a cohesive marketing campaign for our 20th anniversary programme of events and Creative Learning activities.
- Coordinate creation of engaging copy for MLF print assets, website/box office listings and monthly newsletters.
- Generate marketing packs and copywriting/social media toolkits for team, partners, trustees and other stakeholders.
- Proactively seek reciprocal marketing exchanges with other cultural organisations/media.
- Be a main point of contact for all marketing/print/press/advertising enquiries.

Person Specification

Essential

- Demonstrable marketing and audience development experience (both strategic and hands on delivery).
- Evidence of delivering successful marketing communications campaigns across multiple channels that have resulted in increased audience engagement and enhanced brand reputation.
- Experience of promoting arts and cultural events and/or activities.
- Excellent communication, interpersonal and writing skills with good attention to detail and the ability to communicate effectively with a diverse range of audiences from many cultural and socio-economic backgrounds.
- Ability to work in a small team, and to maintain strong and effective working relationships with colleagues.
- Experience of print production and in briefing and working with designers.

- IT literate with specific experience of using Microsoft Office 365 applications such as Word, Access, Excel and PowerPoint; social media platforms including Facebook, Instagram and Bluesky; website cms; and Constant Contact or similar email marketing software.
- Good negotiation skills and the ability to handle sensitive situations with diplomacy.
- Organised with excellent time management skills and the ability to meet tight deadlines.
- Understanding of the importance of the MLF brand and house style.
- An understanding of GDPR and permission marketing.
- Share MLF's vision of creating safe and welcoming spaces for everyone to discover a love of literature and feel passionate about the life enhancing benefits of reading for pleasure.
- Ability to work flexible hours to meet programme and marketing deadlines.

Desirable

- Strong interest in contemporary literature and culture.
- Have a strong understanding of how the UK's live literature sector and publishing industry operate.
- Excellent networking skills and knowledge of Manchester's literary and cultural scene.

How to Apply

To apply for this role please send:

- A copy of your CV
- A covering letter outlining your interest in the role and how your skills, experience and attributes meet the requirements of the Job Description and Person Specification
- [Completed Equality and Diversity Monitoring Form](#)

Please make sure your letter and CV together are no more than 6 x A4 pages in length.

Applications should be addressed to: Cathy Bolton, and emailed to director@manchesterliteraturefestival.co.uk by **5pm on Friday 21 February 2025**

Interviews will be held in person and are expected to take place on Thursday 6 March.

Equal Opportunities

Manchester Literature Festival is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our region and the audiences we serve. We welcome and encourage applications from all backgrounds and do not discriminate on the basis of age, disability (physical or learning), gender, race, religion or belief, sexual orientation or social class. We particularly welcome applications from candidates who identify as being from the global majority and/or those with lived experience.

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

Thank you for your interest in Manchester Literature Festival.

Manchester Literature Festival

The Department Store

5 Oak Street

Manchester

M4 5JD

www.manchesterliteraturefestival.co.uk / @McrLitFest

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