

## **FESTIVAL DIRECTOR ROLE**

Milton Keynes Festival Fringe is a CIC. Our aim is to provide an alternative platform for local and regional artists showcasing outdoor arts, theatre, visual arts, performance, comedy, music and dance. We do this by coordinating an open access biennial event supporting and encouraging the development of artists in Milton Keynes and surrounding areas.

The Festival Director is a key freelance post overseeing the development and delivery of the Fringe Festival reporting to the Chair of the Board. Previous experience of producing and working with artists is important as is a willingness to work closely with the community and chosen venue partners. The next edition of the Fringe will take place in July 2025.

Key tasks include:

### Strategic Planning and Development

1. liaising with the MK Festival Fringe Board and other key partner organisations to help shape and develop the Festival in line with our vision
2. identifying additional funding and income generation opportunities and working with the Board to secure additional resources for the Festival
3. developing relationships with key stakeholders including Milton Keynes City Council

### Engagement

4. working with IF: Milton Keynes International Festival to create links to the main Festival
5. enabling a diverse programme which resonates with key target audiences
6. reaching out to artists and arts organisations locally and regionally to encourage participation in the Fringe
7. engaging with young people and diverse communities to encourage participation in Fringe as Creatives, Volunteers and Audiences

### Management and Delivery

8. maintaining an overview of Festival delivery and working within and managing aspects of the Festival as required in consultation with the Chair and Board
9. drawing up the Festival Delivery Plan and schedule
10. ensuring the smooth operation of the Festival by enabling, facilitating and resolving logistical issues as they arise
11. developing an appropriate administration system for managing applications for the Fringe ensuring data is managed in line with GDPR requirements
12. researching and assessing potential venues and locations for events, negotiating with the land / premises owners as required to support artist requirements

13. Ensuring that relevant event management plans, health & safety policies and insurances are put in place and observed
14. adhering to relevant policies including equal opportunities, health & safety, child protection etc.
15. assisting in recruitment of additional freelance services and volunteers required for the delivery of the Festival
16. negotiating and issuing contracts in liaison with the Chair as required
17. managing delegated budgets and maintaining records in accordance with agreed procedures

#### Marketing , PR and Advocacy

18. overseeing the development and implementation of a marketing and PR strategy
19. acting as an advocate for the Fringe Festival
20. ensuring any communication materials produced are accurate and of a high standard and in line with the Fringe Festival branding

#### Reporting and Evaluation

21. providing regular briefings to the Board and attending meetings as required
22. assisting with evaluation and post-production management as required

#### General Responsibilities

23. undertaking any other duties that are commensurate with the responsibilities of this post
24. complying with and promoting the Fringe's commitment to Equality, Diversity and Inclusion
25. Upholding the organisation's values and ensuring compliance with its legal and charity duties

## Required Skills and Experience

Criteria	
<b>Work Related Experience and Skills</b>	<ul style="list-style-type: none"> <li>• Proven experience of successful planning and producing ideally within an open access festival context ideally across a range of art forms and diverse cultures</li> <li>• Excellent organisational and administrative / IT skills with some practical Festival experience of working within festival teams</li> <li>• Excellent interpersonal skills with a proven ability to quickly build and maintain relationships with colleagues and collaborators</li> <li>• Excellent communication and negotiation skills – written, verbal and interpersonal</li> <li>• Proven budget management skills and a track record of working within tight financial and organisational frameworks</li> <li>• Proven ability to work with a diverse range of stakeholders</li> <li>• A good understanding of and empathy with diverse audiences and an ability to identify appropriate artistic projects / opportunities to engage them</li> <li>• Good managerial skills including line management of volunteers</li> <li>• Good time management skills and ability to prioritise and work to deadlines</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Confident outgoing and enthusiastic personality with an extensive network of professional and personal contacts</li> <li>• Creative thinker with an ability to turn ideas into action</li> <li>• Ability to problem solve quickly and make decisions as matters arise</li> <li>• A good knowledge of and interest in a wide variety of contemporary professional arts including theatre, dance, circus, visual arts, music, film, digital and interdisciplinary arts</li> <li>• Commitment to innovation and diversity</li> <li>• Ability to work on own initiative as well as part of a team</li> </ul>

<b>Other</b>	<ul style="list-style-type: none"><li>• Good personal presentation</li><li>• Prepared to take a hands-on approach</li><li>• A flexible, proactive and positive approach to work with an ability to work early mornings, late evenings and weekends as required</li><li>• Willingness to support commitment to equal opportunities, health &amp; safety, child protection and other relevant policies</li><li>• A strong awareness of Health &amp; Safety legislation and risk management</li><li>• Ability to attend events in order to network with locally / regionally based artists and potential sponsors / supporters</li></ul>
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### **Key dates**

Deadline to apply: 7 July 2024

Interviews: Week commencing 22 July 2024

Contract Terms: Freelance contract for 12 months 2 September 2024 to 29 August 2025

Fee for Contract: In the region of £16,000 to £18,000, depending on previous experience. This fee is all inclusive.

### **To Apply**

Please send your cv to [laura.keen@btinternet.com](mailto:laura.keen@btinternet.com)