

**Basic Terms:** Full time, salaried  
**Location:** Bradford  
**Salary:** £22-25k per annum dependent upon experience  
**Working Hours:** 9am – 5pm, Monday – Friday  
*Flexibility is essential and long hours will be required during the festival period.*  
**Reports to:** Georgina Lennon - Production & Marketing Manager

### Background

Bradford Literature Festival (BLF) is an annual, ten-day festival, held between June and July each year in the heart of Bradford. The festival was launched in 2014 with the aim of creating a national destination festival that would excite and encourage both children and parents to engage with books and reading. In 2019, BLF welcomed over 70,000 visitors and featured headline guests including John Barnes, Jeanette Winterson, Elif Shafak, Luke Goss and Simon Armitage.

This is a full time one-year contract which will be made permanent for the right candidate. Please note that appointment is subject to a satisfactory 3-month performance review. The role requires flexibility of working hours and patterns, and a driving license and own vehicle is preferred.

BLF is looking for an outgoing, enthusiastic and creative person to join the festival team as Marketing Executive. This role would suit anybody currently working in a marketing or related role within the events industry who is looking to work within a fast-paced, dynamic environment. This is an exciting role with the potential to become a permanent position for the right candidate.

### MAIN RESPONSIBILITIES

- Take day-to-day responsibility for the detailed planning and execution of the festival's marketing strategy
- Undertake the commissioning and production of all marketing materials, e.g. festival brochure, posters, advertising, website, social media including liaison with external suppliers
- Maintain the festival website (Wordpress) and liaise with web developers to implement larger website changes
- Management of all festival social media platforms including Facebook/ Twitter and Instagram including strategy and content creation
- Create and manage all festival/ customer communications, using Mailchimp, Survey Monkey and Google Docs
- Work with the Production & Marketing Manager to manage the festival marketing budget
- Produce high-quality written content for all marketing activity and marketing materials
- Responsible for the CRM database of festival attendees, artists and guests
- Support the development, integration and use of the festival Box Office system (Ticketsolve)
- Support the development and management of a membership scheme for the festival and maintain its day to day running
- Play an active, collaborative role as a key member of the festival team, working together flexibly to meet festival deadlines.

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Ashfield Building, Richmond Road, Bradford, BD7 1DP | [bradfordlitfest.co.uk](http://bradfordlitfest.co.uk) | 01274 238283

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## JOB SPECIFICATION

### Essential

- Minimum 2 years' experience of marketing **or related field**
- Experience of working within an events/ festival environment
- Excellent verbal and written communication skills
- Excellent software skills (PowerPoint, Word, Excel)
- Knowledge of Mailchimp, Google Docs, Wordpress and/ **or similar platforms**
- Experience of working with social media marketing tools (e.g. Facebook for Business)
- Good eye when commissioning visual artwork and creative design
- Good copywriting skills: confident in ability to write for a wide range of materials (proposals, press releases, sponsorship packs, brochures, flyers, etc.)
- A people person with the ability to relate well to a wide spectrum of individuals of different backgrounds
- A creative and practical thinker; able to work under own management
- Ability to support your line manager in the direction of junior staff
- Flexible, enthusiastic, versatile, dependable
- Ambitious and keen to work in a fast, dynamic, growing organisation
- Able to work flexibly, working out of hours, particularly during the festival period.

### HOW TO APPLY

Please send us a 2-page CV along with a covering letter responding to the job description, explaining:

- Why this opportunity interests you
- What your relevant experience is in similar work environments;
- What particular skills and qualities you can bring to Bradford Literature Festival
- Your educational qualifications
- Your notice period for your current work
- Your full contact details (including any relevant web links)
- When we can best contact you
- Names and contacts of 2 referees

Please note that given anticipated demand, we can only respond to those we invite for interview.

If you have any questions, or require further information prior to submitting your application, please contact [jobs@bradfordliteraturefestival.co.uk](mailto:jobs@bradfordliteraturefestival.co.uk). Applications should be sent to the same email address.

For more information on the festival and our programme please visit:  
<http://www.bradfordlitfest.co.uk>

You can also follow us online:  
Twitter/ Facebook/ Instagram: BradfordLitFest

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Bradford Literature Festival is produced by Culture Squared, a community interest company.  
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