



Background

Since 1999 Shropshire Bookfest, a registered charity and Queen's Award recipient, has been supporting primary schools across Shropshire and Telford & Wrekin through its wide programme of literacy projects, professional development, events and information to develop reading and writing for pleasure for all children. Recently endorsed by research from University of Worcester, the Shropshire Bookfest initiative is making a huge impact on children's reading and writing in schools across the county.

Job Description - Project Manager

Role Overview:

A task-focussed project manager role. Working closely with Trustees of Bookfest and a Schools and Volunteer Co-ordinator and liaising with a wide variety of partners, including (but not limited to) publishers, venues, schools and academic institutions.

The Project Manager will be responsible for a tightly timetabled biennial schedule to source funding, plan and organise two significant projects and provide support where required for other Bookfest initiatives.

Creating content for social media and updating communications for all interested parties will be crucial.

This role is key to Bookfest and its ongoing success, and is uniquely placed to identify new partners, initiatives and projects. It will have significant influence on the strategy, direction and future of Bookfest.

Specifics:

Working with the agreement of the Trustees, and closely with the Schools & Volunteer Co-ordinator (SAVCO):

STRATEGY:

Assist the Trustees in determining and securing the strategic direction of Bookfest, including:

- Maintain an overarching awareness of risks and opportunities for Bookfest.
- Identify potential partners to work with Bookfest to validate or support their work.
- Make links and build relationships with potential partners.
- Identify new areas to explore and make initial investigations into areas of potential interest.

- Identify ways to evolve current Bookfest projects and identify new opportunities to support both reading for pleasure and creative writing in children.
- In conjunction with the SAVCO, evaluate new opportunities for creative initiatives to support both reading for pleasure and creative writing in schools.
- In conjunction with SAVCO, support current and build new relationships with tertiary educators in the West Midlands and other relevant organisations.

Funding / Financial

Working closely with a designated trustee throughout:

- In conjunction with the Treasurer, prepare estimated costs/budget for each project.
- Oversee and forecast fundraising strategies and timetable to match projected costs.
- Identify potential funding streams.
- Prepare and submit applications to funders.

Marketing / Promotion / Brand

- Identify platforms for Bookfest to share its work at a local and national level.
- Identify opportunities and assist/co-ordinate/manage accordingly, for Bookfest to showcase and endorse its work.
- Preserve and maintain the Bookfest branding according to guidelines. Co-ordinate any changes required to brand.
- Promote/represent Bookfest at any events/meetings and maintain the overall marketing and PR strategy in keeping with Bookfest's ethos.
- Prepare and coordinate the production of all marketing materials to promote the programmes to schools and to public.
- Manage and maintain the website and social media channels to ensure all public-facing information is correct, up to date, relevant and useful.
- Design and deliver regular newsletter communications to key stakeholders.

Presentations/Conference

In conjunction with Trustees, identify and secure speakers to deliver:

- 'Sound bites', short updates or messages to be shared with schools.
- Presentations at awards ceremonies, conference and other Bookfest events.

Links with Schools, Volunteers, Presentations and Conferences

Assist and support, where required and agreed, the SAVCO working with volunteers and schools.

ALL PROJECTS

- Maintain school database with up-to-date contact information and participation history.
- Prepare/Oversee internal and external communications in consultation for each project.
- In partnership with Treasurer, ensure paper budget and financial systems match by the close of each project.
- Monitor the success of each project in meeting the needs of stakeholders.

Leading in Reading:

Assist and co-ordinate, where required and agreed, support to team delivering Leading in Reading initiative.

Readers to Writers:

Manage the framework alongside executive team to deliver Readers to Writers programme.

- Ensure all funding and volunteer team are in place prior to commencement of project.
- Draw up and manage the budget for Readers to Writers in partnership with the Bookfest Treasurer and Chair of trustees.
- Draw up and manage the project calendar in partnership with the Steering Group.
- Create launch of project invitation, issue invoices/credit control, monitor uptake by schools and advise shortfalls to volunteers.
- In conjunction with the Steering Group, shape plan and co-ordinate delivery of teachers' conference to launch the project.
- Liaise with publishers, authors and contacts to request submissions to deliver creative writing workshops.
- Working with SAVCO and based on submissions, draw up a programme of authors, illustrators, storytellers and performers, for in-school creative writing workshops.
- In partnership with publishers, arrange travel and accommodation requirements for all visiting workshop leaders.
- With the support of a local bookseller, coordinate book order to support in-school creative writing workshops.
- Working with SAVCO Coordinate delivery of all support materials ready for circulation by volunteer team into schools.
- Supply information to support briefing of volunteer team taking authors into schools.
- Generate content for regular newsletters to school and project participants throughout the project (for distribution by SAVCO).
- Take bookings from schools, issue invoices, credit control receipts.
- Manage all invoices to schools according to booking requirements and liaise with Treasurer to ensure all invoices are paid correctly and before deadline.
- Produce detailed end of project report for circulation to funders, trustees and key stakeholders.

Book Award

Manage the framework alongside executive team to deliver both Big Book Award and Picture Book award programmes.

- Ensure all funding and volunteer team are in place prior to commencement of project.
- Draw up and manage the budget for Book Award in partnership with the Bookfest Treasurer and Chair of trustees.
- Draw up and manage the project calendar in partnership with the Steering Group.
- Create launch of project invitation, issue invoices/credit control, monitor uptake by schools and advise shortfalls to volunteers.
- Liaise with publishers, authors and contacts to request submissions to longlists (both Big and Picture Book Awards).
- In conjunction with SAVCO, receive and organise longlist books supplied by publishers for distribution by volunteers.
- In conjunction with SAVCO and the steering group, shape plan and co-ordinate the content of the annual teacher CPD conference.
- In conjunction with SAVCO Identify key speakers and workshop practitioners and co-ordinate their involvement in the annual teacher CPD conference.
- Identify key partners for delivery of project (Theatre Severn, MicroVideo) and confirm their participation and secure their availability.
- With the support of a local bookseller, coordinate supply and delivery of shortlisted books according to project calendar.
- Receive shortlist books for organisation and distribution via SAVCO.
- Design and arrange printing of all stock required (stickers, labels, voting cards, posters) including teacher pack.

- In conjunction with SAVCO, design layout and content of all teacher packs and classroom materials for Book Award Projects.
- In conjunction with SAVCO Coordinate delivery of all support materials ready for distribution by volunteer team into schools at appropriate times.
- In partnership with publishers, confirm availability for the award ceremony of authors shortlisted for Big Book Award.
- Arrange travel and accommodation for Big Book Award shortlisted authors to attend Awards ceremony.
- In conjunction with SAVCO oversee the judging process and prizes for all competitions related to Book Award (art, letter writing, film, poetry).
- In conjunction with SAVCO plan and agree the content and schedule of the Awards Ceremony at Theatre Severn.
- Oversee operational arrangements/event management for Big Book Award Awards Ceremony.
- Manage delivery of all technical aspects of the Big Book Award Awards Ceremony.
- Generate content for regular newsletters to school and project participants throughout the project (for distribution by SAVCO).
- Manage all invoices to schools according to booking requirements and liaise with Treasurer to ensure all invoices are paid correctly and before deadline.
- Produce detailed end of project report for circulation to funders, trustees and key stakeholders.

Essentials & Desirables:

- A belief in the value of encouraging children to read for pleasure.
- Ability to work as part of a small team and with a wide variety of people, both professionals and volunteers.
- Ability to communicate and influence stakeholders and working partners.
- Ability to work with initiative and flexibility.
- Good writing and editing skills.
- Strong organisation and administrative skills with the ability to keep clear and accurate records.
- An understanding (or experience) of Marketing.
- Computer literate:
 - Experienced and confident with Microsoft office (especially Excel and Word).
 - Working knowledge of a basic graphics package (such as InDesign, Photoshop, Gimp).
 - Experience of newsletter design, preferably Mailchimp or similar.
 - Experience of website management, preferably WordPress or similar.

Volunteering

On a volunteer basis, manage a number of schools taking part in the projects.

Abbreviation

SAVCO: School and Volunteer Co-ordinator

Terms

The workload can vary significantly throughout the year but it is estimated to be around 0.25 FTE (13 weeks) per year.

This is a fixed-term freelance post. Payment, based on the hourly rates of £16.00 per hour, will be made on a monthly basis following the receipt of a time sheet for hours worked.

Shropshire Bookfest will cover additional expenses for stationery and mileage at £0.45 per mile. Additional expenses relating to research will be met by Shropshire Bookfest with the prior agreement of at least one Trustee on each occasion.

The Project Manager is responsible for all personal tax and National Insurance implications.

Application process:

If you are considering applying for this role and would like an informal discussion with one of the Bookfest team, email us at info@shropshirebookfest.co.uk (please include your telephone number) and we will arrange a mutually convenient time to have a chat.

To apply, please send a copy of your CV and a covering letter to: info@shropshirebookfest.co.uk

The closing date for applications is 11pm on 29th April 2024.