**Ledbury Poetry Festival**

**APPLICATION PACK FOR THE ROLE OF FESTIVAL INTERN**

CONTENTS:

1. LETTER TO APPLICANT

2. ABOUT LEDBURY

3. JOB DESCRIPTION & PERSON SPECIFICATION

**INTRODUCTION**

Dear Applicant,

Thank you for considering an application for the post of Festival Intern for Ledbury Poetry Festival. You will find attached some information about the organization and a job and person specification.

I hope that gives you a taste of this exciting opportunity. If you would like further information before submitting an application, I’d be delighted to talk to you further in confidence so please don’t hesitate to email me at manager@poetry-festival.co.uk , or call 01531 634156. To apply, please send CV to with brief description of why the Festival internship appeals to you.

The Festival would expect a commitment of at least one day a week (10am – 4pm) from the end of May up until the Festival - we may consider that you work some of these days from home. You would work fulltime during the festival period itself, 30 June - 9 July 2017.

This is an unpaid position but the Festival can pay reasonable travel expenses and there is a hospitality area during the festival period where you can get free drinks, sandwiches and refreshments. Free accommodation is provided in Ledbury during the Festival for interns who require it. The intern will receive training and support from the Festival team and will be able to attend Festival events free when ‘off duty’. The Festival will provide successful interns with a supportive reference. Most interns love the experience and make full use of their time with us.

I look forward to hearing further from you.

Phillippa Slinger

Festival Manager

The Master’s House

Bye Street

Ledbury

HR8 1EA

01531 63456

**ABOUT LEDBURY POETRY FESTIVAL**

The first Ledbury Poetry Festival was held in 1997.

The company is committed to increasing its financial independence. The Festival sells over 7,000 tickets a year and currently raises over £200,000 per annum in sponsorship, ticket sales and donations.

The Board of Trustees/Directors has ultimate responsibility for the good management of the Ledbury Poetry Festival.

The principle objective of the Ledbury Poetry Festival is to promote the enjoyment of poetry and the use of language. To this end it organises an annual ten day summer festival in July with over ninety events that include readings, talks, tours, music, film, performances and street entertainment.

The Festival also organises year round programmes in the community and schools. From helping with chronic pain or cancer treatment, to working with homeless young people, our outreach work reaches helps people facing social exclusion, older people, those with mental health problems, the rurally isolated, as well as anybody (resident or non-resident) seeking cultural enjoyment. Our work in schools includes projects which encourage young people to access the arts and involves the county’s primary and secondary schools, and Pupil Referral Units.

The Festival's main funder is the Arts Council with whom it is a National Portfolio Organisation). Other significant funders are the Elmley Foundation, Esmee Fairbairn and the Pennington Mellor Munthe Charity Trust. The Festival receives the annual support of many other trusts, charities and individuals, as well as that of local businesses, through its ongoing fundraising efforts.

The Festival's website is [www.poetry-festival.co.uk](http://www.poetry-festival.co.uk)

**Ledbury Poetry Festival**

**www.poetry-festival.co.uk**

**JOB DESCRIPTION & PERSON SPECIFICATION**

POST TITLE: Ledbury Poetry Festival Intern

RESPONSIBLE TO: Manager/Director

DEADLINE: 2 MAY, 2017.

# **Purpose of the post**

To assist with and support the organisational and administrative duties and responsibilities of the Manager and Director

To assist and work with the Manager on marketing and communications to implement practical plans within the marketing and communications strategies.

To sell tickets for Ledbury Poetry Festival and to be a positive first point of contact maintaining the highest quality of customer service.

To manage our free to attend 20 minute events for new writers.

To manage Festival workshops

**During the Festival period interns like all our volunteers and staff are expected to help with whatever needs doing e.g. stewarding, help in our hospitality area (making tea and sandwiches), helping at parties (pouring drinks etc.) and shopping. This is a very busy time but also fun, and in between duties interns can attend any events they wish to.**

**Principal Accountabilities**

To respond to requests for information about the Festival.

To manage our new writers for the 20 minute events which are free to attend.

To manage the Festival workshops.

To help with the office filing system, data and word processing, emails, mailshots and printing, correspondence, telephone, post, photocopying.

To assist on developing and compiling electronic evaluations of specific festival events.

To assist and advise customers on event content, and venue access, displaying a high level of proactive customer care at all times

To update the Festival website, facebook and twitter feeds. To assist with regular Festival emailings and other communications. To explore other forms of social networking and blogging.

To assist with PR and marketing for the Festival, including helping to develop promotional materials, distributing promotional materials and researching marketing and PR opportunities.

To work on Festival press/media campaigns.

To assist on specific projects where needed, such as for the schools and community programme.

**Person specification**

**General skills/abilities essential to the post**

* Good administrative skills.
* A proven enthusiasm for the arts, and literature in particular.
* A high level of computer literacy and the ability to use software, particularly Microsoft Office applications.
* Ability to manage time and priorities and work under pressure and during unsocial hours during festivals and other events.
* Flexibility, the ability to work in a team with energy, creativity and enthusiasm, as well as capacity to use own initiative.
* An understanding of customer care.
* Good communication skills and manner; and a high standard of literacy.
* An ability to work independently

**Skills/qualities desirable for the post**

* A high standard of literacy.
* Good communication skills and manner.
* An understanding of literature, in relation to performance and production.
* Experience of event management.
* Knowledge and experience of working with print and distribution
* Experience of updating websites/Facebook/ twitter
* Experience or aptitude in design (in house posters)

**Equal Opportunities**

Ledbury Poetry Festivals welcomes applications regardless of age, gender, ethnicity, sexual orientation, marital status, religion or disability. The offices of Ledbury Poetry Festival are wheelchair accessible, but unfortunately not all the venues are.

.