



MACCLESFIELD BARNABY FESTIVAL

Creative Programme & Development, Macclesfield Barnaby Festival (MBF)

Overview: Macclesfield Barnaby Festival is looking for an experienced freelance creative professional to undertake two related strands of work: to deliver our creative programme for 2021, and to support the festival's future development.

Barnaby is a small community-based, volunteer-led charity who has successfully delivered festival arts programmes in Macclesfield since 2010 which benefit the town, celebrate our creativity and heritage and invite people out to play. The pandemic has shifted our programme online and into new spaces and practices. We are excited to have the opportunity to work with our communities and partners and bring a small programme of events and commissions for summer 2021.

We are looking for someone with a track record of delivering on all aspects of creative and festival events, in collaboration with partners and community members. You will be passionate about the role of the arts and culture in everyday life and the benefits they bring, fluent in managing multiple tasks and work strands simultaneously and enjoy building relationships with stakeholders to engage them in successful production and promotion of creative programmes. You will also have experience in supporting strategic development in charitable organisations in order to help sustain our mission and activities for the future.

Fee: up to £10k (including VAT)

Start date: from mid-March 2021

End date: Oct 2021 (to be agreed based on flexibility/ other commitments)

Note on festival dates: The traditional date of the Barnaby Festival is around the midsummer solstice. The full festival is normally biennial, however in 2021, MBF will deliver a smaller programme of projects and events with the aim that the majority of these activities fall **on or near 19/20 June**. These dates are subject to confirmation in line with safety restrictions, and successful candidates would need to demonstrate availability for planning in the weeks prior to the agreed dates.

Location: Barnaby is Macclesfield based. It is appreciated in the current circumstances that a significant amount of the work would be completed on-line. However, there will be a requirement to be available for in-person meetings and events, these will be risk assessed and in accordance with the relevant restrictions and guidance on Covid-19.

Part-time: the role is offered on a part-time freelance basis, arrangements for which can be agreed

Job-share: The contract is open to people wanting to apply together on a job-share basis. How this operates and your experience of this arrangement should be explained in the application letter.

Macclesfield Barnaby Festival is keen to encourage applications from people with Black, Asian, minority ethnic backgrounds and disabled people.



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TO APPLY: Provide a full CV (maximum 2 pages) and letter of application (maximum 2 pages) demonstrating your experience and suitability for the role by Monday 8 March to:
chair@barnabyfestival.org.uk

THE ROLE

Barnaby is looking for a skilled and experienced creative professional to a) deliver our 2021 programme and b) support the organisation's future development. You will have a track record of delivering on all aspects of a wide range of arts and culture events, in collaboration with partners and community members. You will be passionate about the role of arts and culture in the life of the town, be able to manage multiple tasks and work strands simultaneously and enjoy building relationships with stakeholders to engage them in successful production and promotion of arts programmes. Solution-focused in your approach, you will be able to deliver on all aspects of project management, including stakeholder management, risk assessment, budget and quality control, and will also lead on marketing, including social media scheduling, and evaluation. You will also be able to draw on the relationships and experience of delivering the programme to support future strategic development for the festival by providing a forward strategic and resource development plan.

ABOUT BARNABY

Macclesfield Barnaby Festival celebrated its ten year anniversary in 2020, as a popular and successful biennial event in June. Barnaby is very much about enabling people to create and participate in culture. We are a small, charitable organisation with an active trustee Board directing the work of the organisation, alongside volunteers and a range of partners, artists and contracted producers. Barnaby is in receipt of funding from Arts Council England, the Macclesfield Town Council and Cheshire East Council amongst other funders.

The world of arts and culture has been adversely affected in 2020 and now 2021 in the pandemic; with many artists struggling to deliver their work, perform, play live music and exhibit art. However, arts and culture organisations and artists have responded. With the main festival 10 day programme cancelled in June 2020 Barnaby worked with a range of partners to deliver and learn from a number of on-line and innovative experiments including a participatory #homemadeparade, workshops and events. In December we launched [Second Sight](#), a new digital online arts centre.

Although it is increasingly challenging to plan and deliver arts in the normal way, Barnaby wants to continue to deliver cultural activity which contributes to the town's cultural strategy and quality of life, while learning and responding to this time of change. The arts and culture can not only help with the recovery of our town centre but it can also help to enrich and transform lives, create jobs and improve health and wellbeing. Barnaby wants to work to ensure that the cultural offer in Macclesfield is sustainable and embedded in the communities. Key to this is looking at how we can work with our partners to have more conversations and develop new ways of working.



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In 2021 there is an agreed, limited programme of work to be produced, marketed and delivered. This includes one-off events and temporary arts installations focused on the weekend of 19/20 June, alongside a micro-commissioning budget to support work identified in partnerships. Events will be both online and offline, and will reflect the Covid-19 restrictions in place at the time.

These events include a major work commissioned from locally based, internationally acclaimed artist Liz West; a further Covid-safe response to the traditional Barnaby parade; a music residency and performance produced by Brighter Sound; a performance and installation from Simon Buckley (Not Quite Light) that culminates from 18 months work in the Macclesfield Forest, alongside further participatory talks and events.

To deliver the 2021 programme we are seeking someone who has the experience and expertise to steward the events and projects to delivery, and working with trustees, partners and communities, foster capacity and creativity through festival arts.

Key outcomes

Working closely with trustees, the desired outcomes are:

- Delivery of a high quality online and offline events programme and marketing that engages target audiences and meets requirements of funders
- Strong and creative working relationships with a range of existing partners, and new partnerships identified and introduced
- Communication of the Barnaby brand and role in supporting the town in recovery
- Support for trustees in developing thinking and testing ideas for the longer-term sustainability of Barnaby Festival, and the development of strategic planning to support this vision

Deliverables

Programme management

1. Development and delivery of a project and events plan for current planned programme delivery to end June 2021, covering all technical, health and safety, licensing and other requirements
2. Lead on the delivery of a marketing, PR, social media and promotional plan for Barnaby based on our recently developed Communications Strategy
3. Co-curation and development of content for the digital Second Sight platform, including two further exhibitions, as an integral part of festival programming and the artistic and cultural spaces of Macclesfield
4. Oversight of the programme budget and management of finance processes, working with the festival treasurer
5. Working with trustees, manage relationships with all key stakeholders, including artists, funders, volunteers, venues and contractors and provide oversight of producers for specific events and their integration to events planning
6. Working with trustees, complete reporting to funders by providing evaluation and monitoring input

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Development

7. Work with trustees and partners to identify new opportunities, provide analysis of current strategic and operating environment, and research and develop future fundraising and strategic development plans.
8. Submit a completed forward strategy and resource development plan, plus at least one funding application.

Person/s Specification: knowledge, skills, experience and attributes required

Essential

- Demonstrable experience in producing festivals/events and in operational management within the arts, culture and/or heritage sector, realising creative ideas in a range of artistic disciplines
- Ability to work both autonomously, seeking support and guidance as required, and as part of a small team, particularly with volunteers and/or with a volunteer Board
- Specific knowledge of the Macclesfield arts and culture sector and town - or ability to demonstrate relevant transferable understanding and ability to build knowledge and relationships quickly
- Excellent communication skills and proven ability to build positive and sustainable relationships with colleagues, suppliers, participants and other stakeholders through a range of communication forms
- Experience of facilitating and building capacity in others - on a one to one and group basis - to identify solutions and realise ideas
- Knowledge of health and safety, legal and other policy requirements for safe and compliant event delivery, including the on-line event environment
- Experience of all aspects of project management, including budgetary, risk management and monitoring/ reporting and demonstrable ability to realise an operational plan
- Expertise in arts marketing and promotion via online / social media
- Experience of securing funding for art organisations

Desirable

- Proven ability to deliver participatory arts or art for social change initiatives
- Experience of producing / managing online projects and events
- Experience of developing income models and strategic planning for charitable organisations

Requirements

- Weekend and evening working - note Board meetings are held on zoom, monthly on a Tuesday evening; weekend working as required by events
- Required to hold public liability insurance of a minimum of £5 million
- Required to demonstrate they are allowed to work in the U.K.
- Willing to travel in and around Macclesfield in order to meet with stakeholders, Covid-19 restrictions allowing