



## **Parade 2022 Coordinator, Freelance contract, Macclesfield Barnaby Festival (MBF)**

Macclesfield Barnaby Festival is looking for Parade Coordinator February - June 2022.

Macclesfield Barnaby Festival is a small community-based, volunteer-led charity who have successfully delivered festival arts programmes in Macclesfield since 2010 which benefit the town, celebrate our creativity and heritage and invite people out to play. We are excited to reconnect with our communities and partners to bring a weekend of events and commissions for June 2022.

We are looking for someone with a track record of delivering and coordinating arts events, in collaboration with partners and community members to help bring our traditional Parade event to life in June 2022. 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 the Parade and the festival more widely.

**Contract for:** Parade Coordinator, Macclesfield Barnaby Festival (MBF)

**Fee:** up to £6k (including VAT)

**Start date:** from early February 2022

**End date:** end of June 2022

**Note on festival dates:** The traditional date of the Barnaby Festival is around the midsummer solstice and in 2022 the weekend programme dates are 17-19 June 2022. 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.

The Parade is scheduled to take place on Saturday 18 June - the successful candidate must be available on this date.

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

**Part-time:** This role is offered on a part-time freelance basis, arrangements for which can be agreed. We would look for the Parade Coordinator to work one day a week from February until mid-April and then two days a week until the Parade and evaluation is complete (mid-late June 2022).

**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, disabled people and those who are neurodiverse.**



**TO APPLY: Provide a full CV (maximum 2 pages) and letter of application (maximum 2 pages) demonstrating your experience and suitability for the role to [parade@barnabyfestival.org.uk](mailto:parade@barnabyfestival.org.uk) by Sunday 23 January 2022**

**Purpose of the job:** To co-ordinate, event manage and lead on the creative direction of the 2022 Macclesfield Barnaby Festival Parade and outreach activities, in conjunction with the Parade steering/working group made up of key stakeholders and members of the wider community.

### **Responsibilities:**

#### **Event management**

- Work with artists, community organisations, volunteers and the public to devise, promote and deliver the MBF 2022 Parade
- Liaise with Macclesfield Town Council, The Rotary, MTC Highways, traffic management, health & safety specialists and other arts venues/organisations to effectively deliver the 2022 Parade
- Oversee and manage the Parade budget, working alongside trustees
- Develop and deliver a project and events plan for the 2022 Parade, covering all technical, health and safety, licensing and other requirements
- Prepare risk assessments and event schedules for the Parade and any workshop activity

#### **Community engagement**

- Lead on community engagement work and building relationships with new community organisations/local businesses to widen access to Parade activities and build a stronger Parade community & legacy, particularly targeting those who are currently underrepresented in MBF audiences
- Organise creative participatory events and workshops for Macclesfield communities to create content for the Parade celebration
- Lead on the management of Parade volunteers and support the recruitment of volunteers for the wider festival weekend programme

#### **Marketing and communications**

- Promote Parade activity by creating visual and written content for press releases, the website and mailings
- Manage social media channels and devise an effective social media strategy to promote Parade activity throughout the duration of the project
- Act as the first point of contact for all Parade enquiries, managing the Parade inbox

- Using MailChimp marketing & CRM platform to manage all Parade contacts in accordance with GDPR regulations

### **Fundraising**

- Support with the research, development and implementation of a Parade 2022 Crowdfunding campaign
- Lead on evaluation and reporting throughout the project

### **Other**

- Chair the Parade Working Group (a group of volunteers and MBF trustees collaborating to deliver the 2022 Parade), including setting agendas for monthly meetings, acting as the point of contact and circulating minutes where appropriate
- To be aware of and adhere to all relevant Macclesfield Barnaby Festival policies to provide equal access to services and opportunities
- Brief attendance at one or two board meetings may be required to provide project updates

### **Person Specification: Essential**

- Experience of all aspects of project management or producing, including budgetary, risk management and monitoring/reporting and demonstrable ability to realise an operational plan
- Ability to build positive and collaborative relationships with key partners and stakeholders (including community groups and artists)
- Experience in creating engaging and promotional content/copy for social media and website channels
- Basic graphic design knowledge & skills
- Excellent communication and team working skills
- Effective time management and the ability to prioritise own workload to meet deadlines
- Experience in effectively implementing a low-level giving/Crowdfunding campaign
- Understanding of good practice in volunteering and experience in managing or working with volunteers
- Knowledge of health and safety, legal and other policy requirements for safe and compliant event delivery (including managing/coordinating online events)

### **Person Specification: Desirable**

- Knowledge and understanding of CRM systems, preferably MailChimp

- Knowledge and understanding of website management software, preferably Wordpress
- Knowledge and awareness of Canva or Adobe Photoshop
- Proven ability to deliver participatory arts or art for social change initiatives
- 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
- Experience of working in a charity setting