

# Manchester City of Literature



## Festival of Libraries

The Festival of Libraries will be a five day celebration of Greater Manchester's libraries taking place between 9 and 13 June 2021. This new, multi-venue festival will feature a vibrant programme of digital art commissions, artist residencies, dance, performance, panel talks and walking tours. The inaugural Libraries Festival has four main aims:

- **Celebrate** people: the librarians who run the spaces, the users who make use of the services and the extraordinary stories that emerge from the everyday use of libraries.
- **Reposition** the public perception of independent and public libraries, as well as specialist libraries (medical, heritage, etc)
- **Engage** with those with low levels of cultural engagement, lapsed library users and cultural tourists.
- **Grow** into an annual celebration and to become a major festival of local engagement and international profile.

Library partners include: Archives+, Central Library, Chetham's Library, John Rylands Library, Manchester Poetry Library, NHS Libraries, The Portico, Working Class Movement Library, the University of Manchester, Manchester Metropolitan University and Greater Manchester libraries (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan).

## Creative Producer – Festival of Libraries

We are looking for an **experienced Creative Producer** to deliver our aims for the inaugural festival and to work across the following areas:

- Work with artists, writers, partner libraries and library staff to produce the commissions named in the successful Arts Council England bid. This ranges from re-staging existing dance performances to selecting writers for library residencies to co-producing digital and original commissions with cultural partners.
- Work with library partners to confirm and schedule additional talks, tours, workshops and creative activity.
- Engage communities in the programme including overseeing micro-grants for five community groups.
- Provide training and support for library staff in cultural commissioning and will help coordinate the two day Knowledge Exchange event for UK and international library



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## Person specification / experience

Knowledge and Experience	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Relevant professional experience</li> <li>• Proven success in developing and managing a multi-venue cultural programme</li> <li>• Good knowledge of the creative commissioning process.</li> <li>• Experience of event management in a range of venues</li> <li>• Understanding of multi-partner commissioning and delivery</li> <li>• Experience of working on multiple-stakeholder projects with a diverse range of people and partners.</li> <li>• Working knowledge of all parts of production, delivery and audience development and communications</li> <li>• Experience of financial and budget management</li> </ul>	<ul style="list-style-type: none"> <li>• Good existing networks and contacts within the cultural and community landscape in Manchester</li> <li>• Up to date knowledge of Inclusion and Diversity Practices</li> <li>• Experience of Festivals</li> <li>• Experience of delivering training programmes</li> <li>• Experience of commissioning and supporting artists and writers at all career stages</li> <li>• Experience of working in non-traditional spaces and community settings.</li> <li>• Knowledge and/or experience of commissioning digital art</li> </ul>
Skills and Abilities	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Strong planning and project management skills</li> <li>• Demonstrable producing skills</li> <li>• Good financial management skills</li> <li>• Ability to build relationships with speed and credibility</li> <li>• Ability to manage multiple deadlines.</li> </ul>	

## Personal Qualities

- Self-motivated and can manage a heavy and varied workload.
- A creative thinker and doer
- Supportive and inspiring, that can help library staff in their own programming practice
- Highly organised and pro-active
- An exceptional communicator with an open, confident and kind manner who can work across multiple partners and host venues with ease.
- Welcoming, engaging and enthusiastic
- Good judgement and decision-making
- Ability to think strategically, creatively and operationally
- Excellent communication skills and ability to work in a variety of environments
- Able to build networks and relationships in a short period of time.



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Main Areas of Responsibility include:

## Producing and Programming

- To plan and deliver a schedule of activity that meets the needs of partners and funders, and is spread equitably and appropriately across all partner libraries.
- To deliver a programme that meets objectives around diversity, inclusion and accessibility as well creative goals and engagement targets.
- To co-produce original Future Library commissions with cultural partners and liaise with the host libraries on their successful delivery.
- To develop a strategy and approach to live and digital delivery including contingency planning to respond to the ongoing COVID-19 pandemic
- To curate the Inspired by Libraries talks programme in consultation with partners.
- To manage the artist residency programme in partnership with the host libraries and partner organisations
- To liaise with the teams creating tours and itineraries to ensure they fit with the programme.
- To contract trainers and coordinate delivery of the Meet The Library Staff and Human Library training sessions.
- To work with the Manchester City of Literature team to ensure contracts and operational agreements are in place for all activity. This will include safeguarding and compliance with health and safety including the latest guidance regarding COVID-19.
- To maintain excellent relationships with Manchester City of Literature's partnership network of publishers, festivals, writing agencies, libraries, cultural organisations, the education sector and tourism partners.



## Community Engagement

- To develop and manage the community micro-grants programme.
- To work with libraries and the Community Engagement Manager at Manchester City of Literature to manage community panels to appoint their resident artists.
- To engage directly with diverse local communities and their representatives as required when developing and promoting the Festival programme.
- To develop a plan for Festival volunteering and to work with partners, especially the University of Manchester and Manchester Metropolitan University, on its delivery.

## Communications and Marketing

- To support the work of the Manchester City of Literature Communication Manager in developing and delivering a marketing and communications plan for the Festival.
- To represent the Festival in local community and cultural settings.



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- To be a spokesperson for the Festival and to work with our PR company to maximise media coverage of the Festival
- To liaise with Marketing Manchester and other tourism providers to promote the Festival and identify opportunities for joint working.

## Training and Professional Development

- To provide support and dedicated training sessions to library staff to build their confidence and capability to programme and commission artists and creative activities.
- To plan and deliver a showcase of local, diverse writers and workshop leaders to broaden the knowledge of library staff and the talent pool from which they employ writers.
- To support the programming team working on the Knowledge Exchange, a 2-day CPD event for GM, North of England and international library staff.

## Planning, Financial Management, Evaluation and Reporting

- To convene monthly steering group and working groups as required, preparing written updates and in-person briefings as appropriate.
- With the Executive Director, manage relationships with the library partners and the wider Manchester City of Literature partnership.
- To maintain clear and effective filing and administration for each project and activity within the Festival.
- To monitor and manage the Festival budget to ensure it meets financial targets and remains within budget, in collaboration with the Executive Director and the finance team.
- To oversee the external evaluation in partnership with the Executive Director.
- To coordinate the production of the interim and final reporting to Arts Council England in partnership with the Executive Director and all partners.

## Fundraising

The post-holder will not be required to fundraise for this year's Festival. Two additional funding bids for discrete and additional activities will have been submitted by the start of the Creative Producer's contract. However the Creative Producer will be required:

- To ensure that all activity complies with the conditions of Arts Council England or other funders.
- To support any bids by partners for this year's Festival by providing timely information.
- To identify any future opportunities for funding support as part of the Festival debrief.



Other responsibilities as required to meet the needs of the Festival including being an emergency contact.

At all times, the Creative Producer must ensure the vision and values of Manchester City of Literature are embedded in all Festival activities and communications.

If the role holder is disabled, every effort will be made to supply all necessary aids, adaptations, equipment or support to allow them to carry out the role.



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**Commissions supported by the successful Arts Council England award:**

## **Future Library**

The Writing Squad and innovation lab Future Everything will pair early career writers and creative technologists to create immersive, digitally delivered narratives about libraries of the future (installations in three libraries and online)

## **Artist Residencies**

Five community panels will select five artist residencies: three writers, an illustrator selected in partnership with Children's Books North and a songwriter selected in partnership with Brighter Sound. The artists will lead community responses on libraries and locality. Their work will be shared at the Festival of Libraries, and printed anthologies or films created.

## **Caring Words**

The Poetry Library and Kirsten Jack, Professor of Nursing Education at MMU, will run poetry and wellbeing projects for health and care professionals. Hafsah Aneela Bashir will be resident at the Poetry Library taking the Poetry Health Service to new audiences.

## **Getting from A to B**

Hawk Dance will re-stage their acclaimed early years site-specific dance performance for libraries, in five Greater Manchester libraries.

## **Inspired by Libraries**

Talks with local creatives and artists sharing how libraries inspired them.

## **Community Celebrations**

Five micro-grants for community groups to deliver activity in their local library.

## **Walking Tours**

A newly commissioned tour from the oldest public library in the English-speaking world, Chetham's, to one of the newest, Manchester Poetry Library, visiting others en route will be commissioned. A self-guided audio tour will be available year round. Half/full day itineraries will be created linking towns and libraries in Greater Manchester.

## **Meet the Librarian**

Training will be provided to enable the professionals who run libraries to share their story and experiences (at least one in every Greater Manchester borough)

## **Human Library**

Training will be provided to library staff, volunteers and selected residents to deliver human library sessions: a safe dialogue between readers and 'books', people with interesting and unusual life stories (at least one in every Greater Manchester borough)

## **International writer residencies**

Two published writers from other UNESCO Cities of Literature will have a virtual residency during the Festival at Central Library, John Rylands, Chetham's or The Portico (tbc).



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## Terms and Conditions

This is a fixed term, freelance role.

**Fixed Fee:** £10,000 calculated on circa 35-40 days to deliver the contract.

The contract will run from March to August 2021. The post holder will be responsible for their own tax and NI payments.

A small budget for agreed travel and sundry expenses will be available.

Some preparation work can be carried out remotely but we would expect a presence in Manchester especially during the Festival, COVID-19 permitting.

The Creative Producer will report to the Executive Director, Manchester City of Literature.

### How to apply

Please send an application letter or video stating why you are interested in this opportunity and how you meet the points in the section Who We Are Looking For together with a CV. Please keep the application letter/video to no more than two sides of A4 or a ten minute video. Please send your application and CV to [McrCityofLit@gmail.com](mailto:McrCityofLit@gmail.com).

**Closing date:** Monday 8 March at 12pm  
**Interviews:** Wednesday 10 March  
**Contract starts:** Monday 15 March

### Manchester City of Literature Vision and Values:

The role holder will support the realisation of the collective vision for Manchester City of Literature, formed through conversations with stakeholders across the city, for:

*An innovative, distinctive, equitable, globally connected city of reading and writing, where diverse voices are celebrated, where creative talent and industries are nurtured and where literary activity changes lives.*

The role holder will demonstrate and promote the City of Literature's core values, which are:

**Distinctive** – creating distinctive cultural experiences inspired by Manchester's unique, radical character and rich cultural heritage whilst looking to the future.

**Inclusive** – celebrating the rich diversity of voices in the city, building on the strengths of Manchester's people and widening participation in literary activity.

**Transformative** – developing skills, nurturing creative talent and transforming lives.

**Connected** – linking and supporting literary activity and enabling collective advocacy for Manchester's literary community and international collaborations.

**World-leading** – a beacon for high quality, culturally democratic, truly diverse literary activity.

[www.manchestercityofliterature.com](http://www.manchestercityofliterature.com)



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