

Job Description: Individual Giving Officer

Contract

Full-time, permanent

Rate of pay

£22,500 to £25,000 dependent on experience

Background

The Edinburgh International Book Festival, a non-profit making organisation, is a distinctive international showcase celebrating the written word, literature and ideas. It brings leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences in an extensive programme of public events.

Discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style conversations and readings, and contributing to the Book Festival's reputation as a powerful forum for the public to exchange views with writers and experts on a wide range of issues: social, ethical and political as well as literary and cultural. At the heart of the Book Festival's activity is an integrated approach to creative learning and education, with the aim of expanding participation in democratic discussion, fostering a love of reading and developing engaged, knowledgeable audiences of all ages and backgrounds.

The Book Festival's children's programme of author events, activities and workshops is produced for young audiences of all ages, from babies to teenagers, attracting family audiences of around 20,000 each year. In addition, an extensive schools programme is created for primary and secondary pupils, with around 14,000 school children attending each year. Following an award from players of People's Postcode Lottery, the Book Festival expanded its activities to deliver a wide-ranging community programme. A series of live-literature events, artists' residencies and mini-festivals is created year-round, taking the Book Festival on the road around the country to inspire and entertain people in many different communities, including Scottish prisons.

Since 1983, the Edinburgh International Book Festival has grown to stage over 900 events every August, attracting around 250,000 visits, making it the largest public celebration of

the written word in the world. Up until 2020, the Book Festival took place in a specially built tented Festival Village in Charlotte Square Gardens, in the heart of Edinburgh.

With the global pandemic the world changed. As a small agile festival operation, the Edinburgh International Book Festival responded swiftly to the changing environment by staging a fully digital Book Festival in August 2020. With little experience, the Festival team boldly embarked on creating a new interactive online environment, where authors came together in 147 live and pre-recorded events. Real-time chatrooms, live author Q&As and book signings created a lively online forum where people gathered, and authors interacted with their audiences. Most importantly, conversation and the exchange of ideas was able to continue. The new digital format was enthusiastically received, and many thousands of people tuned in and chatted with each other from countries across the world.

Building on the success of 2020's fully online Festival, 2021 opens up a new chapter: a long-term strategic partnership with the University of Edinburgh gives the Book Festival a new central location at the Edinburgh College of Art and presents the opportunity to reimagine an exciting hybrid Festival for the future. The range of distinctive indoor spaces and the grassy outdoor courtyard offers the Book Festival the facilities to build broadcasting studios for digital events and, if circumstances permit, a range of flexible spaces for audiences to enjoy live and screened events in-person. [See the latest news for the full story.](#)

Prior to the pandemic, the Edinburgh International Book Festival's annual turnover was around £4.2 million, with under 20% of the income coming from Creative Scotland and the City of Edinburgh Council to support core operations. The remainder was raised through ticket sales, the sales of books through the Book Festival's highly successful independent bookshops, corporate sponsorship, grants from trusts and foundations, and donations from individuals. Budgets for the newly restructured 2021 Edinburgh International Book Festival are in the process of being finalised however the Book Festival Charity will continue to raise its income from these same sources to maintain its long-held, robust financial position.

The Edinburgh International Book Festival is a founder member of Festivals Edinburgh, the organisation created by Edinburgh's 11 major Festivals to support joint strategic development and maintain the position of Edinburgh's festivals as global leaders.

The Team

The year-round Book Festival team comprises 25 permanent members of staff, expanding to more than 100 at Festival time.

The strategic direction and management of the organisation is heavily informed by the Senior Management Team, made up of the heads of each department along with the Executive Director and the Director. This group meets fortnightly to review and discuss

progress, projects and major initiatives across the organisation and plays a vital role in the long-term development and sustainability of the Festival.

The Role

The Individual Giving Officer will be primarily responsible for day-to-day management of the Friends and Patrons schemes, and will work closely with the Individual Giving Manager on the following key tasks: renewing memberships and processing donations; ensuring smooth delivery of supporter benefits, including advance booking for Friends; coordinating supporter communications; and running a year-round programme of supporter events. The post holder will also work closely with the Head of Development in supporting the delivery of the Benefactor scheme, the festival's high-level giving scheme.

Individual giving represents the fastest-growing private sector income source for the Book Festival, and the post holder will therefore be joining our successful team at an exciting time. This role is an excellent opportunity for someone to gain experience of dealing with individual donors giving at a range of different levels, and to help take the Book Festival's fundraising efforts to the next level.

Key Responsibilities

Friends, Patrons and Benefactors

- Be the main point of contact for all enquiries about the Friends and Patrons Scheme
- Processing Friends memberships and Patron and Benefactor donations on the VIA ticketing and CRM system, including payments by Direct Debit
- Achieving a very high standard of donor care, ensuring donations and payments for all donors are processed and acknowledged promptly and accurately
- Administration of the schemes, including filing and record keeping
- Communication with Friends, including mailing of a newsletter twice a year, mailings of the printed programme (to Friends and Patrons) and advance booking information, as well as sending regular e-bulletins via Mailchimp
- Producing the twice-yearly Friends newsletter, working with designers and contributors
- Supporting the Individual Giving Manager in evaluating the effectiveness of the Friends scheme on an annual basis including monitoring income and expenditure and membership numbers as well as monthly statistical reports
- Liaising closely with colleagues to ensure smooth running of the Book Festival's advance booking period

CRM system management

- Maintenance of donor records on thankQ, our CRM system.

- Coordinating ongoing communications and queries with Access, the company who supplies our CRM.
- Exploring new ways of using thankQ to maximise its effectiveness to the Book Festival.

Supporter event delivery

- Responsibility for the planning and delivery of a year-round programme of stewardship and cultivation events for Friends, Patrons and Benefactors, including keeping accurate records of event-related expenditure
- Attendance at Book Festival fundraising and other Festival events
- Being part of the team that delivers sponsor benefits during the Festival
- Contributing to the work as a whole of the Book Festival Development Team

Person Specification

This is a varied, busy and creative post, requiring a high degree of organisation, flexibility and professionalism. The successful candidate will possess the following:

- At least a year's experience of fundraising, ideally in individual giving or memberships
- Excellent customer service skills
- Experience of managing and delivering events
- Excellent communication and presentation skills, written and oral
- Excellent attention to detail
- Experience of using customer databases, ideally fundraising databases such as ThankQ or Raiser's Edge
- Ability to work proactively, flexibly, independently, co-operatively and as an effective team member
- Strong computer literacy and administration skills
- Ability to prioritise a busy workload and work to deadlines
- A flexible can-do attitude and the ability to adapt plans at short notice
- A willingness to carry out physical duties during the Festival

Terms and Conditions

The post is based at 5a Charlotte Square, Edinburgh and at the festival site in the Edinburgh College of Art during August. During Covid-19 restrictions, working from home will be the norm, though occasional time in the office may be possible or desirable. Normal hours of work are 9:30 - 5:30, Monday to Friday outwith festival time, with additional hours required at peak times of year and during the festival itself when staff should expect to work 6 days a week. Time off in lieu will be given for weekend days worked outwith normal working hours.

Employees receive 28 days of paid holiday per annum, consisting of an allowance of 22 days as well as 6 public holidays at Easter and New Year. There is a discretionary shutdown over Christmas in addition to annual leave.

Unless otherwise stated, all staff are subject to a three-month probationary period and a performance review towards the end of the first festival cycle.

The salary for this position will be between £22,500 - £25,000 per annum, with salary being dependent on the successful candidate's prior experience. Salary will be paid on the 28th of each month in arrears by bank transfer.

The Book Festival will pay a contribution of 5% of salary into the company's group stakeholder pension scheme. Employees may make voluntary additional contributions through payroll.

The Edinburgh International Book Festival is an equal opportunities employer, an Investor in People and a Real Living Wage employer. Our work is framed by a commitment to Equality, Diversity and Inclusion.

The Book Festival is a working environment where everyone is treated fairly, and our differences are celebrated as strengths. We encourage applicants with diverse backgrounds and experiences to apply.

If you have any specific access requirements, please let us know and we will do our best to meet your needs.

To Apply

Please complete the online application at <https://edbookfest.teamdetails.com/>

Closing date for applications

5pm, Friday 26 February 2021

Interviews

Interviews will be held online via Zoom in the week beginning 8 March 2021.