

Chief Executive Officer



Wigtown Festival Company



RECRUITMENT PACK MAY 2025

WIGTOWNBOOKFESTIVAL.COM



Wigtown Festival Company is seeking a creative leader to guide one of Scotland's most valued cultural organisations into its next chapter. Our new Chief Executive Officer will champion our mission, strengthen our impact and build on our hard-earned reputation.

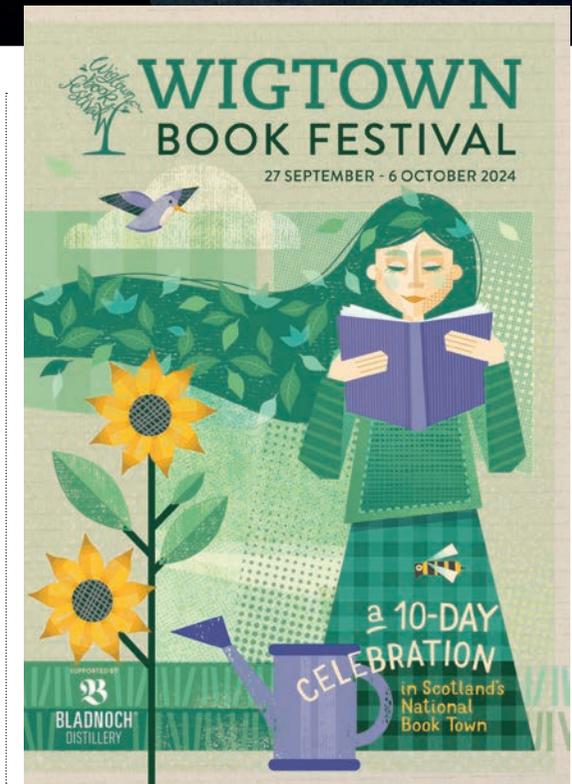
Wigtown is Scotland's National Book Town and the annual Wigtown Book Festival is now one of the UK's best-established literary gatherings, featuring more than 200 sessions each year for all ages, encompassing visual arts, music, theatre and food as well as literary events.

The festival draws writers and members of its audience from far and wide, while continuing to celebrate the rich history and culture of south-west Scotland. Wigtown Festival Company was established as a charity in 2007 to deliver the annual festival, and since then both the festival and its year-round engagement and educational

activity has grown significantly: developing new audiences, helping writers fulfil their potential, cultivating a love of reading for pleasure in children, and providing creative opportunities for young people.

This is an exciting time for Wigtown Festival Company. Having secured Multi-Year Funding from Creative Scotland and recently acquiring a permanent home in Wigtown, the new position of Chief Executive Officer provides an opportunity for the right individual to make a significant positive impact on the creative direction of the organisation and contribute to the wider ongoing regeneration of Scotland's National Book Town.

If you are passionate about books and their power to change lives, and are interested in shaping culture-led regeneration of Scotland's National Book Town, then we would love to hear from you.



WHO WE'RE LOOKING FOR

We are seeking a creative and strategic leader with the following attributes:

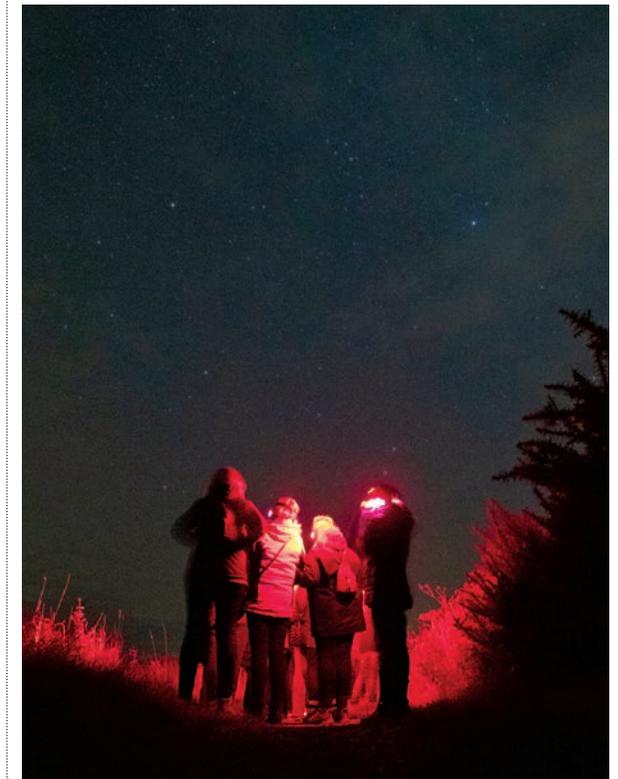
- Respected and connected in arts/literary networks and understands the opportunities and challenges facing the cultural economy, charitable sector and rural communities.
- An outstanding communicator and advocate, with the ability to build strong partnerships and influence key decision makers, funders and stakeholders.
- An investor in people, empowering and supporting the development of colleagues.
- Experienced in leadership, management, business planning and organisational development, preferably within literature and leading arts organisations.
- Experienced in community and organisational development.
- A strong strategic and financial mindset, capable of leading an event-based organisation with a focus on fundraising and long-term sustainability.
- Committed to equality, diversity and inclusion, ensuring we continue to reach and attract new audiences, supporting writer development and providing creative opportunities to more young people.



THE ROLE

As CEO, you will provide strong, visible leadership, ensuring Wigtown Festival Company remains a sustainable, creative organisation that meets the evolving needs of Scotland's cultural sector. Reporting to the Board, you will drive the creative and strategic vision of the organisation, leading a staff team to deliver operational excellence, financial sustainability, and sustainable growth.

You will be the public face of the organisation, representing the organisation at the highest levels, advocating for our activities and fostering relationships with key funders and stakeholders across the cultural sector.



JOB DESCRIPTION

CHIEF EXECUTIVE OFFICER

As this is a new role for the organisation, this job description sets out the main purpose and elements of the post at this time and is not an exhaustive list of duties. The CEO will work with the Chair and the Board to add to and refine the specific duties over time.

Salary £45k (1.0 FTE)

Hours 35 hours per week
WFC will consider part-time hours on a pro-rata basis.

Holiday Entitlement
20 days annual leave plus
8 statutory public holidays

Pension Employer contribution of 3%
subject to a minimum employee
contribution of 5%.

Probationary Period 6 months

Notice Period 3 months

Relationships

- The Chief Executive will report to the Chair of the Board of Wigtown Festival Company.
- The Chief Executive will line manage all other WFC staff.

Location, Travel and Flexible Working

- The Company's office will be located at 26 South Main Street, Wigtown.
- The post will be office-based in Wigtown, with occasional hybrid working negotiable.
- The post may involve travel on behalf of the company.

- The company supports flexible working arrangements. Due to the nature of the post, evening and weekend work is to be expected, particularly during the festival. As with other posts at WFC this post will require the post holder to work in a flexible and creative way in recognition of the seasonality of activities and the requirement for additional hours in delivery of the annual festival.

Purpose of the Post

The Chief Executive will be responsible for:

- Being the Accountable Officer, reporting to the Board on all matters.
- Providing overall creative and artistic vision, leadership and strategy for the organisation.
- All organisational activity – financial performance, fundraising and management of resources.
- Development of Strategic Plan and annual budgets for Board approval.
- External representation to funders, stakeholders and media.
- Line management of all staff.
- The Chief Executive will lead and co-ordinate the staff team to achieve the Company's aims and ambitions and will support staff members in delivery of organisational activities.
- The Chief Executive will be passionate about literature and the difference that culture can make to communities across Dumfries & Galloway.



DUTIES OF THE POST

Strategy and Leadership

- Provide strategic and creative vision, leadership and clear direction in all of the Company's activities including overseeing the delivery of the organisation's three-year Business Plan.
- Contribute to regional, national and international strategies, developing partnerships and maintaining relationships with key organisations such as Creative Scotland, Dumfries & Galloway Council, South of Scotland Enterprise, South of Scotland Destination Alliance and the International Organisation of Book Towns.
- Provide strategy, direct and lead on fundraising and income generation across grant applications, donations, sponsorship, legacies, sales and trading income.
- Provide strategy and structure to further develop 'Scotland's National Book Town' status.
- Stay abreast of significant developments in related fields and to ensure this knowledge is disseminated as appropriate.

Financial Management

- Be responsible for all company accounts and liaise with the Board and Finance Committee on the financial position of the Company, supported by the Finance Officer.
- Develop and prepare the annual budget, supported by Finance Officer and senior staff.
- Be accountable for and oversee general financial administration, ensuring the production of cash flow accounts, and monitoring of expenditure.



- Maintain oversight of three-year budget forecasts in line with key funder reporting.
- Be responsible for overseeing income generation through fundraising, earned income and sales from trading activities.

Organisational and People Management

- Provide inspiring, clear and visible leadership to all staff.
- Contribute to a positive and collaborative working environment through good communication and collaborative approach.
- Champion the organisation's commitment to personal development, up-skilling and collaborative vision building.
- Monitor and ensure that the appropriate organisational infrastructure and processes are in place for the successful delivery of the annual Book Festival and other events.
- Be responsible for and ensure the management of all staff employed and volunteers engaged by the Company. This will include recruitment, interviewing and all associated HR issues.
- Ensure that staff and volunteers have the necessary support and skills to undertake their roles, paying due regard to Health & Safety and compliance with the Company's policies.
- Lead and direct Equality, Diversity and Inclusion policies, ensuring they are embedded into our culture.

DUTIES OF THE POST

Creative Programming

- In collaboration with programmer(s), develop and set the creative direction of WFC programming and ensure delivery of all creative programming.
- Ensure briefing sessions are provided for Board, Staff and Volunteers on the key features of the programme.
- Be the public face of the Wigtown Festival from programme launch until the completion of the Festival, including (but not limited to):
 - Being the main figure for any press or publicity interviews to promote and drive excitement for the programme, supported by any external programmer;
 - Welcoming authors to the Festival, making sure they are comfortable, orientated and confident about their engagement with the Wigtown Book Festival.
 - Liaising with any other local organisations commissioned to put on events during the Festival to make sure they are included in the programme.
 - Ensure appropriate impact monitoring and evaluation reporting is undertaken in a timely manner for Board and Funders as required.

External Communications

- Provide creative direction in developing branding, marketing, and communications strategies.
- Manage and liaise with external PR consultant and, in collaboration with the Chair, represent WFC to the media and to stakeholders.
- Promote positively at all times the work of the Wigtown Festival Company both internally and to key stakeholders, sponsors, participants, audiences and other involved groups.
- Represent the Company at external meetings as required, acting as spokesperson for press and media as required, in collaboration with the Chair.



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education & Qualifications	<ul style="list-style-type: none"> ■ Degree level qualification or equivalent experience ■ Computer literate, a working knowledge of Microsoft Office and Google Workspace ■ Formal record of additional training courses attended 	<ul style="list-style-type: none"> ■ Degree level qualification in an appropriate subject (e.g. English Literature, Journalism, Arts Development or Cultural Management – not exclusive)
Experience	<ul style="list-style-type: none"> ■ Working experience in literature and leading arts organisations ■ Leadership within the charitable, voluntary, creative or literature sectors ■ Developing and delivering organisational strategy ■ Management and motivation of staff ■ Financial experience of budget setting, management and performance monitoring ■ Experience of working with a Board 	<ul style="list-style-type: none"> ■ Previous CEO experience in relevant sector
Skills & Competencies	<ul style="list-style-type: none"> ■ Excellent communication skills with the ability to connect with a wide and diverse range of people – funders, volunteers, audiences and other stakeholders ■ Excellent organisation and planning skills with an ability to organise, plan and prioritise workload to meet deadlines ■ The ability to relate to people from all backgrounds ■ A demonstrable track record in fundraising ■ Track record of working collaboratively with people in other disciplines and forming effective professional working relationships ■ Excellent negotiating and influencing skills ■ Excellent analytical and problem solving skills 	<ul style="list-style-type: none"> ■ A good understanding of business development including business growth and expansion ■ Understanding of growth mindset, and ability to coach in professional context
Personal Qualities	<ul style="list-style-type: none"> ■ Excellent interpersonal skills ■ Professional manner - responsible, thorough, tactful and diplomatic ■ Flexible, enthusiastic and highly motivated ■ Organised, with excellent time management ■ Proactive self-starter with ability to work alone or as part of a team as required 	<ul style="list-style-type: none"> ■ Creativity, flexibility and a personal ethos of continuous improvement ■ A keen interest in literature and its place in the local community

HOW TO APPLY

Applications in the form of a tailored CV and a covering letter (no longer than two pages), highlighting your skills and experience pertinent to the role, should be sent to chair@wigtownbookfestival.com and arrive no later than 12 noon on **Monday 26 May 2025**.

INTERVIEWS WITH WFC

1st Interview

Thursday 5 June 2025 - online

2nd Interviews

Friday 13th June 2025 - in person, in Wigtown

Wigtown Festival Company is committed to equality of opportunity and to no discrimination on the grounds of race, religion or belief, age, sex, marital or civil partnership status, disability, sexual orientation, transgender status, pregnancy or maternity.

We are constantly reviewing our approach to ensuring equality and diversity in our applications and would be pleased if you could complete the [Equalities Monitoring Form](#).



ALBA | CHRUTHACHAIL

Wigtown Festival Company

11 North Main Street, Wigtown DG8 9HN

Tel: 01988 403222

wigtownbookfestival.com

A company limited by guarantee (SC317495)
with charitable status (SC037984)

