



HAY
FESTIVAL

Fundraising and Sponsorship Officer



Hay Festival is one of the worlds' leading art and literature festivals, binging readers and writers together to share stories and ideas in events live and online. The festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be.

Writers, artists, scientists, historians and musicians take part in the Festival's global conversation, sharing the latest thinking in the arts and sciences with audiences across the world. A wide programme of education and outreach work runs alongside all of the festival's events, engaging young people and communities and supporting generations of new writers.

The festival reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in the arts and media.





Fundraising and Sponsorship Officer - Job Summary

The Fundraising and Sponsorship Officer is responsible for identifying and securing funding and sponsorship for Hay Festival. They successfully contribute to the winning of sponsorship from existing and new clients, manage sponsor relationships, grow income from trusts and foundations and philanthropic sources.

They leverage new sponsorship and partnership opportunities, cultivate critical relationships, and maintain high standards of excellence in all external communications and relationships.

Main Duties

- Work closely with the Development Director and Executive Team to ensure that Hay Festival's fundraising ambitions can be met or exceeded.
- Cultivate, build and manage successful relationships with potential new sponsors and funders, including identifying potential public and private funding sources.
- Create and devise new sponsorship opportunities for corporate sponsors and philanthropic giving.
- Prepare and submit applications for trusts and foundations and other fundraising proposals to a high standard.
- Manage and develop patrons and benefactors engagement and renewals, including invites, complimentary tickets, and reception space at Hay Festival, Wales
- Establish timelines for the successful development of specific funding proposals or other materials to present to specific funders.
- Ensure sponsors requirements are met at all festivals, and manage complimentary ticket requests
- Contribute to evaluation methodology and implementation to ensure that sponsor and funders criteria are met.
- Carry out extensive research into potential new sources of funding and keep abreast of current fundraising policy and practice.





- Organise effective fundraising and sponsorship events, e.g. receptions or dinners and book spaces to host sponsors at the festival
- Act as an ambassador for Hay Festival, undertaking public and media presentations, attend conferences and events, decision-making and lobbying forums as appropriate.
- Gather artwork and sponsor logos for print and web and coordinate programme sign off from all major sponsors & partners
- Track funding awards and adhere to reporting timelines
- Maintain online sponsor pages and profiles
- Manage own workload and maintain an online diary, using the festivals agreed systems.

Other responsibilities

- Responding to general enquiries by email or telephone, manage own workload and maintain an online diary, using the festivals agreed systems.
- Maintain accurate records and to input Hay Festival management systems.
- Creating and maintaining professional relationships with funders, sponsors, and partners ensuring that enquiries are dealt with promptly, accurately and willingly.
- Creating and maintaining professional relationships with other members of staff
- To promote and comply with current legislation including Hay Festival policies on Equality and Diversity and Health & Safety, Safeguarding, in the delivery of services and the treatment of others.
- Adhere to HFF Financial Regulations
- Uphold the HFF brand and reputation at all times
- Observing organisational practices, administrative procedures, internal communications, staff training and development.
- Undertake other duties as requested.





Person Specification

The Fundraising and Sponsorship Officer will have a strong understanding of the funding landscape across the UK and have successfully fund-raised from corporate sponsors, trusts and foundations and individuals. The role requires excellent verbal and written communication skills articulating the case for support, setting targets and leading fundraising efforts for festivals, special projects and capital campaigns.

Essential

- A creative mindset with the ability to create new fundraising approaches and generate imaginative proposals and campaigns.
- Strong commercial acumen with the ability to identify and leverage new sponsorship and partnership opportunities.
- Demonstrable knowledge of trusts and foundations application processes and the ability to write strong, precise and persuasive proposals.
- Experience of writing evaluation and impact reports for funded projects or programmes
- Financially literate with an understanding of tax and legal issues affecting fundraising activity.

- Ability to network,, confident in meeting new people and establishing lasting professional relationships with a wide range of people, both internally and externally
- An understanding, and up-to-date knowledge of, the cultural sector.
- Strong organisational skills with excellent time management, ability to multi-task and consistently meet differing deadlines.
- Persuasive communication skills, in both writing and speaking.
- Flexible and responsive approach to working as part of a team and with external stakeholders.
- Passionate and articulate about the value of the cultural sector.
- Proficient with Microsoft Office Suite. (Word, PowerPoint) and Excel (spreadsheets)

Desirable

- Experience of fundraising within the arts and cultural sector
- Proven experience in a charitable environment.
- Understanding of tax-effective giving
- Welsh speaker





Location: Hay Festival offices, The Drill Hall,
25 Lion Street, Hay on Wye, HR3 5AD

Type of contract: Permanent

Reports to: Development Director

Hours of work: Working hours are 37.5 hours per week
There will be a requirement to occasionally work extra days and hours that might vary from your normal pattern, in accordance with Festival periods.

Salary: £30,900k per annum, plus staff pension.

Holidays: 25 days per year plus public holidays

Hay Festival strives to be a diverse and inclusive employer. We value difference and recruit by merit based on fair and open competition and welcome candidates from all backgrounds. We particularly encourage applications from people or social groups that are currently underrepresented in the creative industries.

If you require any access support if selected for interview please contact the Hay Festival office on adrian@hayfestival.org / 01497 822620

If you would like an informal chat about the role before applying please do get in touch.

To apply please send a letter explaining how your experience fits the role and a copy of your CV to Adrian at adrian@hayfestival.org by Friday 10th February – 12.00pm

