

Hay
Festival
Global

Commercial Administrator

hayfestival.org





**Welcome to
a world of different...**

Who we are

A global charity, together.

In a time of division and polarity, we spark shared conversations to inspire audiences to think and live differently.

Relevant and inspirational – Established in 1987, we deliver across impactful experiences across five continents.

Contemporary thinking – Our spaces showcase diverse ideas finding truth, hope, and empowering audiences.

Connected and networked – Our artists, partners and stakeholders span industries, with a strong and trusted brand.

Global and local – We reach audiences across the world with authentic, transformative experiences live and online.

What we do

Hay Festival Hay-on-Wye is our flagship annual event, taking place each spring in the world's first town of books, bringing curious audiences together to enjoy 650 events across.

Hay Festival international editions and collaborations take place annually in Colombia, Chile, Mexico, Nairobi, Panama, Peru, Spain, and the US, reaching millions.

Hay Festival learning and engagement programmes run alongside our ticketed activities, offering free access to young people through schools, universities and youth groups.

Hay Festival Medals and Awards celebrate and support the very best artists in the world today.

Hay Festival Anytime opens year-round access to Hay Festival inspiration across social media and our archive platform, including our free monthly **Book Club** events.

What they say

“The Glastonbury of literary festivals.”

– The Guardian

“Hay Festival democratizes inspiration.”

– New York Times

“It all started with books for me.

As a kid in school, I fell in love with literature and it sparked a life-long journey with words and writing, which led into my career as a songwriter and a musician. I’m really excited to pass on this passion at Hay Festival.”

– Stormzy



Commercial Administrator

Summary

The Commercial Administrator plays a key role in supporting the delivery and growth of Hay Festival's commercial activities. This varied position provides administrative, operational and commercial support across sales, partnerships, retail, ticketing, hospitality and event delivery, contributing to the successful planning and delivery of the Festival's commercial programme.

Working closely with teams across the organisation, the role supports exhibitor and partner management, maintains commercial records and databases, prepares reports and sales materials, coordinates commercial projects and assists with marketing and promotional activity.

During the Festival, the role also supports the day-to-day operation of commercial areas, including supervising the Box Office and Merchandise Shop during busy periods, ensuring smooth operations and delivering an excellent experience for audiences, partners and traders.

Type of contract – Full time -Permanent

Salary – £27-30,000 per annum

Hours of work – 5 days a week - but we are open to a flexible or part time working arrangement

Holidays – 25 days / year, plus Christmas shutdown (3 days) and public holidays

Reports to – Commercial Director

Location – Hay-on-Wye and festival locations as required

Key role responsibilities

Commercial Support

- Assist with the identification, recruitment and management of exhibitors, traders and commercial partners.
- Research prospective exhibitors and maintain accurate prospect databases.
- Support sales activity through lead generation, outreach and follow-up communications.
- Assist in preparing proposals, presentations and commercial reports.
- Support sponsorship, partnership and exhibitor administration.
- Maintain accurate records of commercial agreements and partner information.
- Support the Box Office during peak periods
- Help with Merchandise ordering and delivery

Administration & Database Management

- Maintain and update commercial databases, CRM systems and administrative records.
- Process contracts, bookings and related documentation.
- Produce reports and analyse commercial data to support decision-making.
- Ensure records are accurate, organised and up to date.
- Support invoicing, payment tracking and other administrative processes.

Key role responsibilities

Festival Operations

- Collect, record and analyse trader and exhibitor sales data during the Festival.
- Assist with the management of exhibitor and trader relationships on site.
- Support the delivery of commercial projects, activations and hospitality initiatives.
- Work closely with colleagues across operations, marketing, programming, box office and finance teams.
- Assist with the preparation and delivery of commercial areas across the Festival site.

Box Office & Retail Supervision

- Take on a supervisory role within the Box Office and Merchandise Shop during busy periods and throughout the Festival.
- Support, guide and motivate seasonal staff and volunteers.
- Help manage customer enquiries and resolve issues professionally and efficiently.
- Ensure high standards of customer service are maintained at all times.
- Assist with stock management, merchandising and retail reporting.

Key role responsibilities

Other responsibilities

- Responding to general enquiries by email or telephone, managing own workload and maintaining an online diary
- Maintain accurate records and input HFF's digital 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, respecting their roles and priorities
- 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.
- Adherent 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.

Skills specification

Essential

- Strong administrative and organisational skills.
- Highly numerate and comfortable working with data and spreadsheets.
- Previous experience in a customer-facing role.
- Good working knowledge of Microsoft Office, particularly Excel.
- Excellent written and verbal communication skills.
- Exceptionally organised with strong attention to detail.
- Strong customer service skills.
- Confidence working with a variety of people, both internally and externally.

Desirable

- Previous sales, fundraising or business development experience.
- Experience working in retail, hospitality, events or ticketing environments.
- Experience using CRM or database systems.
- Experience using Canva or similar design software to create presentations, promotional materials and marketing content.

Personal Attributes

- Commercially aware, with a genuine interest in sales and business development.
- Personable, confident and able to build positive relationships with a wide range of people.
- Flexible and willing to adapt in a fast-moving environment.
- An excellent team player who enjoys collaborating with others.
- Proactive, self-motivated and keen to learn.
- Comfortable balancing multiple priorities and deadlines.
- Flexible and happy to take on a variety of tasks to support the team during peak periods.

How to apply

Please send your CV with a cover letter explaining how your experience fits the role by 3rd September 2026 to penny@hayfestival.org

Accessibility and inclusivity

We welcome applications regardless of race, colour, nationality, ethnic or national origins, sex, disability, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, age or religion or belief.

Disabled applicants are invited to contact us in confidence at any point during the recruitment process to discuss steps that could be taken to overcome operational difficulties presented by the job, or if any adjustments or support are required regarding the recruitment process.

For an informal conversation about the role, please email penny@hayfestival.org in the first instance



Get in touch

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