

Hay
Festival
Global

Communications
Coordinator

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



Communications Coordinator

Summary

Our **Communications Coordinator** is a central support role within the Hay Festival communications team focused on delivering creative communications campaigns to enhance Hay Festival Foundation's impact, reputation and recognition. With a focus on streamlining comms processes and growing engagement across our digital channels, the Communications Coordinator will support across a broad range of commercial and outreach projects.

Type of contract – Full Time

Salary – £28,000 per annum

Hours of work – 37.5 hours per week excluding lunch break. The post holder will be expected to be flexible and there may requirement to work such days and hours that might vary in accordance with business requirements, such as Festival periods.

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

Reports to – Director of Communications and External Affairs

Location – Hay Festival office, Hay on Wye or Hay Festival office, London or remote working are all options. If not located in Hay on Wye the post holder will be expected to regularly travel to Hay on Wye for meetings. The post holder will be required to be on location in Hay on Wye during festival periods.

KPI's – Sales, social media growth, press coverage, stakeholder satisfaction.

Responsible for:

- Coordinating global comms timelines
- Coordinating the Festival's social media channels
- Supporting the year-round press office function
- Facilitating regular comms updates and meetings
- Supporting consistency and quality in the brand use
- Staying up to date with trends and best practices

Key role responsibilities

Social media management

- Coordinate year-round posting schedules for English social media channels, supporting campaigns and projects in line with the charity's objectives.
- Manage Hay Festival communities across digital networks, responding to messages and engaging audiences to grow platforms daily.
- Support live coverage plans for Festival events and projects, working with freelance content teams to ensure compelling storytelling that supports the charity's objectives.

Press Office support

- Support the communications director and freelancers in maintaining and growing a matrix of media contacts across projects.
- Manage year-round press requests and support freelancers in high frequency launch moments with swift responses to media.
- Coordinate media accreditation to live events, organising ticket requests and circulating key briefings.

Website support

- Support the communications team in coordinating website content (English pages) including copy, imagery and CMS uploads.

Archive

- Support the communications team in managing Hay Festival's global archive of content, ensuring digital assets are organised safely and securely.
- Work with the artist management team to ensure content rights and permissions are correctly logged and implemented.
- Respond to incoming archive requests, ensuring appropriate delivery of content to media partners, artists and wider stakeholders where needed.

Key role responsibilities

Administration

- Devise and deliver regular internal bulletins to update on communications timelines and highlight results.
- Coordinate internal and external meeting agendas and action reports for across the communications team.
- Input to post-Festival reporting, working with the Marketing Manager to ensure reports are produced and circulated widely to time.

Core

- 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 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.

Skills specification

The Communications Coordinator will be a self-motivated individual who understands comms functions for charities and the cultural sector.

Essential

- Proven experience managing a variety of social media platforms and digital content tools.
- Strong organisational and time-management skills with exceptional attention to detail.
- Excellent written and verbal communication skills in English, with strong copywriting ability.
- Demonstrated understanding of communications best practice and digital engagement trends.
- Collaborative team player with excellent interpersonal skills and a proactive approach.

Desirable

- Experience within the arts, literary, or not-for-profit sectors.
- Familiarity with CRM systems, email marketing, or basic graphic design tools (e.g., Canva, Adobe Creative Suite)
- Additional language skills, particularly Welsh and/or Spanish.

How to apply

Accessibility and inclusivity

Please send a letter explaining how your experience fits the role and a copy of your CV to sian@hayfestival.org by Friday 5 December – 12.00pm.

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 sian@hayfestival.org.

Get in touch

Sian Morris
Company Administrator
sian@hayfestival.org

+44 (0) 1497 822 620

Hay Festival Global
The Drill Hall
25 Lion Street
Hay-on-Wye
HR3 5AD, UK

Hay Festival Foundation Ltd
Registered in England and Wales
Charity No. 1070073,
Company No. 03490480

hayfestival.org