

Hay
Festival
Global

Digital Content
Manager

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



Digital Content Manager

Summary

Our **Digital Content Manager** is a dynamic role within the Hay Festival communications team focused on shaping and delivering creative digital content that enhances Hay Festival Foundation's impact, reputation and recognition. With a focus on delivering compelling storytelling in innovative forms, the Digital Content Manager will support the growth of our digital communities and strength of our brand, while increasing our revenue potential via new platforms.

Type of contract – Full Time

Salary – £38,000 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, digital engagement, brand consistency, stakeholder satisfaction.

Responsible for:

- Managing digital content production, including website
- Overseeing the Hay Festival Anytime archive of material
- Developing content strategies aligned with the charity's mission
- Supporting the charity's copywriting and digital design needs
- Ensuring consistency and quality in the brand across all digital channels
- Staying up to date with trends and best practices

Key role responsibilities

Strategic

- Contribute to the global communications strategy, supporting on digital content development across Festival events and projects.
- Demonstrate strategic impact on digital activities through evaluation, data collection and collation, impact models and testimonials.

Production

- Coordinate and manage year-round content delivery for English social media channels, supporting campaigns and projects in line with the charity's objectives.
- Support live streaming strategies and digital event production, working with freelancers to deliver slick digital access to Festival events and projects.
- Manage live coverage plans for Festival events and projects, working with freelance content teams to ensure compelling storytelling that supports the charity's objectives.
- Create compelling content to support digital marketing campaigns – copy, images and video – to support the continued brand growth.
- Ensure all digital capture equipment is proficient and up to date for required tasks.

Website management

- Manage all non-product website content (English pages) including copy, imagery and CMS uploads, ensuring effective storytelling and commercial conversion.
- Develop SEO strategies in line with wider marketing campaigns, working with suppliers to monitor and improve website performance.
- Maintain quality control across website content globally to ensure correct brand implementation across design, copy and tone.
- Work with website providers to ensure digital content supports broader marketing objectives and brand growth.

Key role responsibilities

Archive

- Manage Hay Festival's global archive of content, ensuring digital assets are organised safely and securely, including Vimeo and Mainstream platforms.
- Regularly mine the archive for content to support the Festival's year-round digital strategy, using images and video to share compelling ideas.

Stakeholder management

- Manage matrix of content creators, deepening relationships with key storytellers across diverse digital spaces.
- Support artists, partners and funders in amplifying Festival content tied to our live events and projects with regular briefings.
- Devise and deliver regular internal reports and update on digital performance in key internal meetings.
- Oversee post-Festival digital 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 **Digital Content Manager** will be a self-motivated target driven individual who has an understanding of digital production, audience behaviours and the latest trends.

Essential

- Minimum of 3 years' experience in digital content production, digital marketing, or related communications roles.
- Proven track record of managing diverse social media platforms and digital content tools.
- Excellent copywriting and storytelling skills.
- Strong organisational and project management skills with the ability to juggle multiple priorities.
- Familiarity with design or video editing software (e.g. Canva, Adobe Creative Suite, Premiere Pro, Final Cut Pro).
- Familiarity with SEO tools, analytics platforms and a deep understanding of digital audiences, analytics, and evolving engagement behaviours.
- Comprehensive knowledge of digital marketing best practices and emerging trends.
- Creative, proactive thinker with the confidence to identify and act on new opportunities.

Desirable

- Experience within the arts, literary, or not-for-profit sectors.
- 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

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