



Young People's Writing Squad Workshop at the Artes Mundi Exhibition, Cardiff

Photo © Literature Wales

## Development Manager

Part-time, one year fixed-term contract (maternity cover)

£23,000 - £28,000 pro rata

Based in Cardiff

Deadline: 14 May 2018

Interviews: 24 May 2018

To Start: asap

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## About Literature Wales

### Who we are

Literature is one of the most accessible art forms. Throughout our lives we are surrounded by stories; in books, on billboards, on screens, on stage and online. Written and spoken words are interwoven to give us thrills and laughs. They entertain, inform and inspire us.

[Literature Wales](#) believes passionately that literature is everywhere and belongs to everybody. Our work celebrates and supports the written and spoken word. We were established in 2011 as Wales' national company for the development of literature. We lead the sector and actively collaborate with organisations and individuals who promote, create and enjoy literature in Wales.

Literature Wales includes [Tŷ Newydd Writing Centre](#). We enable and facilitate activity in a variety of settings: whether it's funding a Minecraft poetry workshop in a school; working with a university on the

outreach component of an academic project; or liaising with local businesses on public poetry commissions by the National Poet of Wales.

We give expert advice on suitable writers and how to organise events, as well as offering funding towards activity costs. Our role as facilitator means that our expertise and knowledge of the sector contributes to ongoing, sustainable activity which supports the growth of creativity within Wales.

Each year, we reach over 140,000 participants, including 45,000 young people through literature activities in communities across the country. We generate an extra £1.87M to the economy annually. We train writers to work with different groups and ages and promote the full range of literature activity available. Literature Wales also runs programmes which support Welsh writers in creating and presenting new work and continuing their professional development.

We deliver ambitious projects which contribute to tackling some of the challenges facing us today. These include story-writing workshops with prisoners to read to their children, running courses at Tŷ Newydd for recovering drug users, and working with the Gypsy Roma Traveller community to develop short films and animations inspired by Roald Dahl. Through programmes such as Lit Reach, we show that literature is part of a more cohesive, healthy and motivated society.

Working with young people through the Young People's Laureate and Bardd Plant Cymru initiatives, Literature Wales understands that a love of words starts early. The power of a story to capture the imagination of very young children is the stepping stone to lifelong literacy.

Literature Wales is a member of Arts Council Wales' Arts Portfolio Wales. We are a company limited by guarantee and a registered charity. It has a staff of 21 based in the Tŷ Newydd Writing Centre, Gwynedd and the Wales Millennium Centre, Cardiff. It is managed by a Board of Directors, who are also Trustees.

### **A day in the life at Literature Wales**

You'll spend your daily life multi-tasking; from approaching businesses for sponsorship purposes to creative planning, writing pitches and funding applications, supporting other's grant applications, devising and delivering digital fundraising campaigns and project management. Much work requires innovative thinking, with a strong attention to detail and excellent people skills.

Some days also involve event management, and you'll represent Literature Wales in meetings and networking opportunities across the third, private and public sectors. You'll make several working trips to [Tŷ Newydd Writing Centre](#).

We're a positive, hard-working, fun and dedicated staff across two offices in Cardiff and Llanystumdwy.

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### **About the role**

The Development Manager is responsible for **leading the organisation's fundraising work**, ensuring consistency, strategic alignment and effectiveness. The role takes direct responsibility for major grant applications, and overseeing all others. It also leads on developing and optimising increasingly diverse income streams, including via commercial sources and corporate sponsorship. Of central importance is the **development of new and effective relationships with business partners**.

The Development Manager also supports colleagues in planning or refining activity, and will contribute to work currently underway to strengthen Literature Wales' monitoring and evaluation procedures.

The role includes:

- Leading the organisation's approach to fundraising in all areas, including:

- Initiating and seeking funding for new projects and enterprises in line with Literature Wales' strategic vision and activity plan
  - Developing long-term relationships with potential corporate partners and securing business sponsorship for at least two flagship projects
  - Developing new, and optimising existing, commercial income streams including retail
  - Delivering audience-focused fundraising campaigns
  - Co-ordinating and writing all medium (£10,000 - £30,000) and large (>£30,000) grant applications, including a collaborative bid with a major third sector funder currently in development
  - Overseeing all small (<£10,000) grant applications delivered by staff members
- Contributing to Literature Wales' 2019-2022 Strategic Plan which is being developed this year, including creating the 2019-2022 Fundraising Strategy
  - Supporting and facilitating fundraising for the wider literature sector, including co-writing funding applications with community partners
  - Contributing to work currently underway to strengthen Literature Wales' monitoring and evaluation procedures, including steering data capture and analysis which will demonstrate Literature Wales' impact to potential funders
  - Supporting colleagues in the development or refinement of new and existing activity, especially in light of learning points derived from stronger monitoring and evaluation procedures
  - Supporting the executive in project management, particularly in overseeing commercial enterprise opportunities
  - Any other tasks as required for the organisation

Reporting to:

- Deputy CEO

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## Suitability for the role

The successful applicant will demonstrate the following essential skills, experience, and personal qualities:

- Excellent written and spoken communication skills in English
- Excellent written and spoken communication skills in Welsh OR a positive attitude towards the Welsh language and a willingness to learn
- Experience of **developing and managing relationships within the corporate sector, to demonstrable effect**
- Experience of delivering successful **digital fundraising campaigns**
- Experience of **commercial revenue generation**
- Experience of developing **successful large grant applications**
- Knowledge and understanding of **effective monitoring and evaluation** within the third sector
- Experience of contributing to organisational level strategic planning
- A positive, team-orientated, can-do professional attitude
- Excellent organisational skills, attention to detail and the ability to work under pressure
- Working knowledge of the Microsoft Office suite (or similar)

A full driving licence and access to a car is also desirable.

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## How to apply

1. Read the job description and suitability for the role sections of this advert carefully. Also read Literature Wales' 2016-2019 Business Plan [here](#).
2. Write a cover letter of no more than three pages of A4 **OR** create a video application (either format is fine and of equal value). Videos should be no longer than seven minutes, provided as a dropbox link. Tell us:
  - Your name, postal address, phone number and email address
  - Why you are interested in this role and in contributing to the work of Literature Wales
  - What skills, knowledge and experiences you have that are relevant to the role
  - Your top three professional achievements and why you're proud of them
  - Any other information on experience and interests that you feel are relevant to this role
3. Send the following to [post@literaturewales.org](mailto:post@literaturewales.org):
  - Your cover letter or video application
  - Your CV (no more than three pages of A4) and the details of two referees who know you in a professional capacity - we will only contact referees once an offer of employment has been accepted

## What happens next:

The deadline for applications is **Monday 14 May 2018**.

Short-listed candidates will be invited for an interview in Literature Wales' office in Cardiff Bay on Thursday 24 May, with a start date asap after the offer is accepted.

Interviews will start with a ten-minute presentation by candidates on the impact they would make during the one-year appointment – we will provide Literature Wales' 2016-2019 Fundraising Strategy and updates to inform your pitch.

If you have any questions at all, please get in touch. Call 029 2047 2266 and ask to speak to Bronwen Price or email her directly at [bronwen@literaturewales.org](mailto:bronwen@literaturewales.org). Or, if you'd like a chat on Skype, just let us know and we'll arrange a call. If you'd like to drop in beforehand and meet the team, this can easily be arranged.

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## Our recruitment policy

Literature Wales is part of the [Weston Jerwood Creative Bursaries](#) programme, which supports arts organisations to expand their approach to diverse recruitment and talent development. We are committed to welcoming candidates from a wide range of backgrounds, which includes assessing applications partly on the strength of potential. If you would like to apply for this post but aren't sure if you are sufficiently experienced, please contact us for an informal chat.