Beyond the Border Storytelling Festival Ltd

Baltic House

Mount Stuart Square

Cardiff, CF10 5FH

Company number 7534036 Charity No 1144275

About Beyond the Border:

Beyond The Border Wales’ International Storytelling Festival is a unique cultural event in Wales: the only international storytelling festival in the country, the leading festival of its kind in the UK, and regarded as one of the finest international storytelling festivals in the world. It has developed the strong Beyond the Border brand with its reputation for excellence, international collaboration, inclusivity and intelligent, creatively themed programming, as well as providing a platform for Wales and Welsh culture to be seen and experienced at the centre of the international storytelling stage.

The festival is delivered by Beyond the Border Storytelling Festival ltd, a registered company and charity with stated charitable objects:-

“*To advance the education of the public, in particular but not exclusively, those living in Wales, in storytelling and related arts and to further the public appreciation and taste in storytelling and related arts*”

With a new refreshed leadership in 2018, Beyond the Border have made the bold decision to move on from the festival’s previous home at Atlantic College, St Donats Castle and to deepen its position in Wales.

BtB is moving geographically deeper into the heart and history of Wales, to Dinefwr Park in Carmarthenshire and into an exciting, new partnership with the National Trust.

This move opens up exciting new artistic, audience development and partnership possibilities, linked into the strong history and heritage of the site and surrounding area, as well as its capacity and potential for growing future festival audiences, including wider audiences for bilingual and Welsh language storytelling.

**Beyond the Border Engagement Co-ordinator**

The role:

Role: Engagement Co-ordinator (freelance post)

Start: June/July 2019

Initial Contract until: December 2019

21 Days (£150 per day) = £3150

The Engagement Co-ordinator is a new outreach role for Beyond the Border, based at Dinefwr Park in Llandeilo, Carmarthenshire.

This new role is vital to developing relationships and contacts in the community in order to engage participants and audiences for the Beyond the Border International Storytelling Festival at Dinefwr Park in July 2020.

The role involves research and seeking, developing and maintaining relationships and contacts with schools and community groups to actively promote storytelling and build audiences for the festival. You will create, offer, and develop opportunities for the local community to engage with Dinefwr Park and Beyond the Border’s 2020 Festival. The focus is on promoting the Welsh language and local legends.

**Job Purpose**

* To develop relationships with audiences, partners and stakeholders in the Dinefwr area
* To play a key role in creating, planning and delivering marketing and outreach programmes in the lead up to and during Beyond the Border Festival 2020.
* To stimulate creative thinking around language provision and access (within the BtB team, looking across all areas of programme, from signage to performance captioning, outreach development and marketing).

**Main Duties and Responsibilities**

* Work in collaboration with Artistic Director Naomi Wilds, Company Manager Amy Morgan and Dinefwr Park operational and Marketing teams
* Develop opportunities that will increase participation and engagement in the 2020 Festival
* Plan, deliver, monitor and evaluate all new projects and activities
* To scope longer term engagement projects and funding potential

**Operational Responsibilities**

* To help deliver marketing and audience development plans, including liaising with venue partners and marketing advisors
* To take a key role in successful delivery of outreach programmes associated with the 2020 Festival
* Identify local funding streams for outreach projects
* Provide day to day administrative and communication support for all outreach activity,
* Oversee all new access and outreach projects- their design, delivery and success- while having an eye towards the future development of the BtB’s outreach strategy
* Cultivate new partnerships to extend the reach and participation of Beyond the Border’s outreach programmes
* Continually look for ways in which to enhance and improve the outreach work that BtB provides

Communication/Relationships

* Ability to communicate verbally and in writing in Welsh and English
* Work closely with Marketing and Outreach staff at Dinefwr Park
* Liaise and develop relationships with venues, community groups, schools, local authorities, arts organisations and practitioners in the locality
* Work closely with the Management Team to ensure coherency in scheduling and progressions of the outreach programme/activities
* Work closely with the Beyond the Border Marketing Consultant
* Actively cultivate, through partnerships, a more diverse audience and participant population.
* Compile activity reports and present them to the Management at the end of the projects
* Ensure sufficient evidence is correctly collected and collated for each access and outreach project (photos, videos, feedback forms, comments) and correctly held in accordance the new GDPR regulations
* Additional duties may need to be undertaken from time to time and these can be discussed with the Artistic Director and Company Manager as and when they arise

**Person specification**

Essential

* Experience of managing arts projects
* Arts marketing Experience
* Fluency in Welsh language
* Good Administration skills
* Fundraising Experience
* Experience of working with participants of all ages and abilities in the Arts
* Good partnership skills and the ability to build close working relationships with schools, community groups and other arts organisations
* Ability to create positive working relationships with a wide range of individuals, organisations and stakeholders
* Excellent communication skills with the ability to draft/write letters, make/receive telephone calls, create and respond to e-mails etc.
* IT literate and confident in the use of PC based software such as Microsoft office etc.
* Well organised with a flexible and proactive approach to work and the ability to work to deadlines whilst prioritising a varied workload
* Willingness and ability to work both independently and as part of a team
* Able to use own initiative as well as work within provided guidelines
* Able to work evenings and weekends in response to outreach programme
* Access to computer, printer and telephone
* Understanding and commitment to equal opportunities, diversity and access
* Enhanced DBS certification
* Driver’s license
* Access to own vehicle

DESIRABLE SKILLS/

Interest in spoken word and storytelling

Good knowledge and experience of using social media platforms and online engagement strategies

Good research skills

Capacity to evaluate activity

To apply please send a CV and covering letter outlining your suitability for the role to [amymorgan@beyondtheborder.com](mailto:amymorgan@beyondtheborder.com) by 28th May 2019.