

# INFORMATION ON THE POST OF FESTIVAL ENGAGEMENT OFFICER



*Celebrating  
60 years*

## JOB PURPOSE

BIAF is seeking a Festival Engagement Officer to join our small, dedicated and hard-working team. The ideal candidate will be enthusiastic, a creative thinker who is keen to collaborate and ready to take on a new challenge working in a fast-paced environment to support delivery of the vision of Belfast's preeminent international arts festival.

We are searching for someone with a strong interest in, and a desire to progress a career in the arts. This 'entry level' post, is ideal for someone seeking their first full-time job in the creative industries, or someone moving into the arts for the first time. This a new role within BIAF, complementing the existing team, and giving the successful applicant an opportunity to be involved in how the job will develop in the areas of communications, customer service, accessibility, and audience/community engagement and participation.

We want to support you with a mix of mentoring and ongoing professional development, and through working with an experienced and dedicated team, develop the role over 3 years aligned to both your own area of arts interest and creative engagement, and the ambitions and objectives of BIAF.

- Salary:** £18,018 per annum (increasing in line with the real living wage) and is fixed-term for 3 years, subject to funding.
- Place of Work:** The BIAF offices are at the Cathedral Quarter Managed Workspace on Royal Avenue, Belfast. Our team are currently working in hybrid mix of from home and in the office. Staff are supported to work from home. Off-site meetings and events may be held at other locations.
- Duration:** This post is fixed term for 3 years, from 4<sup>th</sup> July 2022 to 30<sup>th</sup> June 2025, subject to successfully completing a 6-month probationary period. There is a possibility that the post may be extended.
- Hours:** 35 hours per week (full-time). Monday to Friday from 9am – 5pm. Flexibility and extra evening and weekend hours will be required in the run up to and during the Festival period, and occasionally at other times of the year – a time off in lieu policy is in operation for hours worked beyond 35 per week.
- Reports to:** General Manager, and working with Marketing, Development and Operations teams.
- Other Benefits:**
- 33 days per annum paid holiday (including public and bank holidays). The annual leave year is April to March.
  - BIAF offers a Workplace Pension with a 4% employer contribution. The minimum employee contribution is 3% employee.
  - Organisation wide training budget.
  - Mileage and business expenses are refunded for approved costs reasonably incurred in delivery of the post.
  - BIAF operates a range of policies including Equality of Opportunity, Sustainability, Health & Safety, Safeguarding of Children & Vulnerable Adults, Data Protection.
  - A 4-week notice period applies for both parties.

## COMPANY INFORMATION

Currently celebrating our 60<sup>th</sup> year, **Belfast International Arts Festival** (BIAF) was re-envisioned as an independent charitable company in 2015 out of the previous Belfast Festival at Queen's, to deliver an annual, city-wide, international contemporary arts event. It is widely recognised as both a significant event in Belfast's cultural calendar and a strategic leader in Northern Ireland's arts sector. It is known for showcasing world class artists and productions of a high international standard which reflects and promotes both our changing city and the continuing evolution of creative practice from around the world.



The annual event which mainly takes place in October covers theatre, dance, music, visual arts, film, literature, thought leadership and outdoor community events to animate the public realm.

The vision of Belfast International Arts Festival as the preeminent, progressive international arts event is to create a genuinely civic event of contemporary arts and ideas from home and abroad that has international stature and appeal. With our partners throughout the city, we create a distinctive environment for audiences to enjoy and participate in inspirational and transformative experiences from world-class artists, thinkers and leaders.

We do this by:

- Presenting a wide range of contemporary arts and cultural events of the highest possible international standard to the widest possible audiences from home and abroad.
- Reflecting contemporary culture from across the globe to audiences from Belfast, NI and visitors to the province.
- Offering an international showcase for the best of Northern Ireland contemporary culture.
- Presenting events which cannot easily be achieved by any other UK or Irish arts organisation through innovative programming and a commitment to creating new work.
- Actively ensuring equal opportunities and access for all sections of our community to directly experience, participate in and enjoy the Festival.
- Collaborating and partnering with arts and community organisations across Belfast to create an annual city wide, cultural celebration.
- Ensuring the Festival has adequate financial resources and expertise to fulfil its mission and address its overall sustainability.

Our guiding principles reflect the importance of:

- Global Connections
- Community
- Collaboration and Partnership
- Access and Cultural Diversity

For more information visit [BelfastInternationalArtsFestival.com](http://BelfastInternationalArtsFestival.com)

# FESTIVAL ENGAGEMENT OFFICER

## Main Duties

With a focus on Communications, Customer Service, Accessibility, Participation and Audience & Community Engagement, the post-holder will provide excellent customer care across our stakeholders, you will be a key point of contact between our Marketing Team and BIAF's box office/sales partners and work closely with Development and Operations carrying out the following duties:

- Be a key point of contact between the Marketing Team and BIAF's box office/sales partners
- Collate information from partner venues on areas such as seating plans, terms and conditions, carer policy, refunds, concession rate tickets to ensure Festival is giving customers accurate information
- Compile event specific content for communications with customers such as booking confirmations and event reminder emails
- Coordinate ticket offers, event promotional codes (liaising with companies, venues and box office)
- Monitor sales across outlets and alert the team when allocations are reaching sold out levels
- You will compile guest lists, competition prizes, press passes, staff tickets, etc reserving seats and maintaining accurate up to date tracking databases
- Work with Development and Fundraising team to co-ordinate and book complimentary tickets for stakeholders, hospitality, community ticketing scheme.
- Check requirements for box office services on-site, liaising with our box office provider on pop-up services and co-ordinating any service needed via Operations Team
- Co-ordinate the secure transfer of customer lists to non-arts venues
- Assist monitoring and evaluation by collecting box office data and visitor numbers from the various outlets and partners
- Work with the Development and Marketing teams to compile customer surveys; engage with customers on completing surveys, collate, analyse and report on findings
- Work with the team to construct plans for communicating and connecting with new audiences
- Carry out research to further BIAF audience and community engagement and develop new relationships
- As the role develops, over the 3 years, your work and proposals will contribute to the ongoing development and expansion of BIAF's business model

## General/Other

- Assist in responding to queries from the general public on BIAF activities and events
- Attend and contribute at team meetings
- Attend and participate in individualised training and mentorship as well as attend conferences and other engagement events delivered by the Art Work Programme, which funds this post
- Comply with all company policies and procedures including, but not limited to, Health & Safety, Equal Opportunities, Data Protection, Finance & Procurement
- Maintain up-to-date files and store information in an appropriate manner where it can be shared with other members of the team
- All staff are required to be professional, co-operative and flexible in the delivery of their remit

The above list is not exclusive or exhaustive and the post holder may be required to undertake other reasonable duties as part of working within a small team.

## CANDIDATE SPECIFICATION

This role is for someone at the beginning of their career in the arts, or wishing to transfer into the arts. We are looking for someone with a genuine interest in our organisation and its international multi-artform Festival. We are also looking for someone who is happy and comfortable to engage and communicate with our wide range of audiences, artists and communities.

In the application form we will ask you to demonstrate, by giving examples from your own experience, how you have the skills and behaviours listed in the Essential and Desirable criteria below. We will use only this information to shortlist applications.

	<b>ESSENTIAL CRITERIA</b>	<b>DESIRABLE CRITERIA</b>
<b>Experience</b>	<p>A minimum of one year's experience working with customers and delivering excellent customer service</p> <p>Experience of working within a team to deliver a shared objective</p> <p>Experience of providing accurate data reports</p>	<p>Experience of working in the arts / cultural sector</p> <p>Experience of working with audiences/participants in the arts / cultural sector</p> <p>Experience of box office/sales systems</p>
<b>Skills</b>	<p>Strong communication and interpersonal skills, written and verbal in English</p> <p>A high degree of computer literacy including keyboard skills, confident in the use of Microsoft Office and Google software for word processing, spreadsheets, and email for PC and/or MAC.</p> <p>Self-motivated with the ability to plan, prioritise and meet deadlines</p> <p>Excellent organisation skills, a high degree of accuracy and attention to detail</p>	<p>Comfortable engaging with a range of people including customers, volunteers, work colleagues</p> <p>Experience of administration in the arts</p>
<b>Qualifications</b>	<p>Educated to A Level and hold minimum grade C in GCSE Maths and English - or equivalent</p>	<p>Working towards, or holder of a 3<sup>rd</sup> level qualification, in an arts related area</p>
<b>Other</b>	<p>A commitment to working in the arts</p> <p>Enthusiasm, drive and commitment for continuous improvement.</p> <p>Able to work flexible hours, evening and weekends when events are being held.</p>	<p>Knowledge of arts/cultural sector in Northern Ireland.</p> <p>Long term plans to develop a career in the arts</p>

## **HOW TO APPLY**

To ensure Equality of Opportunity, applications will only be accepted on the **official Application Form**, which must be emailed along with the completed Equal Opportunities Monitoring Form.

CV's will not be accepted nor will any other supplementary paperwork.

The application deadline is **10am on Wednesday 15<sup>th</sup> June 2022**. Please email your application to **recruitment@belfastinternationalartsfestival.com**. Late or postal applications will not be accepted.

We will contact you to confirm receipt of your emailed application, please note this may take a few days. No telephone or walk-in enquiries please.

All applications will be treated as fully confidential and will be handled in compliance with GDPR regulations. Belfast International Arts Festival is an equal opportunity employer.

Please note that we anticipate holding interviews during the week beginning 20<sup>th</sup> June 2022. This may be in-person or via Zoom. Please let us know if you have any access requirements in order to fully participate in the interview,

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Belfast  
City Council

