



Job Title	Sponsorship and Logistics Manager (maternity cover)
Hours	20 hours per week (over 2.5 to 3 days) 11-12 month maternity cover starting September
Location	Central Henley
Responsible to	Events Director
Salary	up to £30,000 per annum pro rata Salary dependent on experience
Holidays	28 days including bank holidays (pro rata)

About Henley Literary Festival

From a few talks over a weekend in 2007 to over 17,000 viewers across the country and beyond in 2020, we've been continually growing and adapting since we began. Along the way we've expanded to nine days (plus pop-ups!), added fully fledged children's and schools' programmes and sold a record 25,000 tickets in 2019. Our audience has seen three Prime Ministers (and two Deputies), two Booker winners, a Princess, an Archbishop and Chief Rabbi, alongside Olympians, Oscar-winners, Rock & Roll Hall of Famers, Great British Bakers and international bestsellers. We've been the first ever literary festival for speakers including Sue Perkins, Kevin Keegan, Jo Malone, Dermot O'Leary and Theresa May.

Job Description

We are looking for a highly organised, enthusiastic self-starter with experience of working in a fast-paced and busy organisation to provide support with sponsorship, marketing and Festival logistics.

You will assist the Events Director on growing relationships, securing new sponsorship and partnerships as well as day-to-day contact with current sponsors and partners ensuring all contractual arrangements are met.

The role will also include working alongside the Festival Coordinator on Festival marketing as well as general Festival logistics. Please note this is a part-time role.

The role will include but not be limited to:

- Leading on all sponsorship enquiries as well as researching and identifying opportunities for new sponsorship and partnership including preparing sponsorship proposals.
- Supporting the Events Director on regular day-to-day communication the Festival sponsors and partners
- Supporting the Events Director on the relationship with the Festival's headline sponsor ensuring the timeline is followed and kept up to date
- Coordinating and running regular meetings with sponsors and partners while keeping the Sponsor spreadsheet up to date
- Supporting the Events Director and Programmer with event logistics, including venue hire, AV requirements, invoicing etc.
- Leading on the marketing strategy and managing the Festival Coordinator to implement the strategy
- Managing the content for emails and other marketing opportunities
- Additional other roles and jobs that can be performed within contracted time.
- You will be required for the full nine days during festival week (2nd -10th October 2021).

Personal specification

- The ideal candidate will be a self-starter with a very can-do attitude to fit in with our small but fast-paced office environment
- Outstanding communication skills and the ability to create positive and beneficial relationships
- Confident with the general public
- Excellent negotiation skills
- Proficient at proof reading
- An interest in events and sponsorship
- A successful track record of bringing in sponsorship and experience in marketing / events would be desirable but not essential
- Experience in account management would be desirable but not essential

How to apply

Please send your CV and a covering letter by 1st August explaining why you want to apply for the role to:

harriet@henleyliteraryfestival.co.uk

using SPONSORSHIP AND LOGISTICS MANAGER 2021 as the subject title in the email.