



## Job Information

### Festivals and Events Manager

#### About Us

Glasgow Building Preservation Trust is a charitable social enterprise that works to rescue, repair, and restore historic buildings at risk across the city.

We are a strategic partner of Glasgow City Council and act as a key part of Glasgow's toolkit for the development and regeneration of the city's built heritage. We work in partnership with other charities and community groups to give redundant buildings a new purpose and return them to viable use.

We work closely with key funders, including National Lottery Heritage Fund, Historic Environment Scotland, and the Architectural Heritage Fund.

As well as saving some of Glasgow's most significant and well-loved buildings, the Trust also delivers heritage activities across the city, supporting communities to explore their local history and heritage often, but not always, in relation to building restoration.

As a company limited by guarantee with charitable status, we are governed by a Board of up to 12 voluntary Directors and (currently) a staff team of 5. The Trust's work is growing, and we will be adding further to the staff team in the coming months. The Trust is a membership organisation with around 120 members, although we have plans to grow this number substantially in the coming years.

Having brought the concept to the UK in 1990, we run the annual Glasgow Doors Open Day Festival in September each year, which attracts over 30,000 visits to over 200 events, including opening historic buildings, in-person, and digital heritage trails, talks and other activities.

This is the largest part of a family of Doors Open Days events taking place throughout Scotland co-ordinated by the Scottish Civic Trust and which in turn, with *Scottish Archaeology Month*, forms Scotland's contribution to *European Heritage Days*, a joint initiative of the Council of Europe and the European Union.

Glasgow Doors Open Days Festival is a prestigious event in the city's cultural and heritage calendar.

#### The Role

Managing the Glasgow Doors Open Days Festival is a key aspect of this role.

The Trust hold other events including civic receptions, building launches, workshops, consultations, and heritage activities across the city.

Reporting to the Director, the Festival and Events Manager will:



- **Deliver Glasgow Doors Open Day Festival**, including fundraising, developing a programme, liaising with participants and partner organisations, marketing, press and publicity for the event (in conjunction with GBPT's Marketing and Audience Development Officer).
- **Devise and manage other heritage events relevant to the Trust's core activities**, including working with colleagues on funding applications and developing the Trust's projects.

## Job Description

- Co-ordinating and curating Glasgow Doors Open Days Festival
- Ensuring the event is inclusive and as far reaching as possible to involve all Glasgow's citizens, particularly those in areas of significant deprivation
- Development of the programme – seeking out new participants in response and programming additional events
- Identifying an annual theme and encouraging participant organisations to programme specific activity based on this theme
- Devising and co-ordinating other activities, including cultural events, aiming to ensure the event remains relevant, fresh, and innovative.
- Developing, programming, and managing a talk series at the pop-up Festival Hub
- Encouraging a series of walks and digital tours and incorporating these into the programme
- Fundraising including writing applications for grants, developing an offer for sponsors, and securing sponsorship and advertising income
- Drafting and management of the festival budget
- Producing information and guidance for partner organisations, participating venues and talk leaders
- Development and maintenance of Glasgow Doors Open Days website including copywriting / proofing participants' marketing copy
- Producing and delivering a cost-effective marketing strategy in conjunction with the Trust's Marketing and Audience Development Officer, including management of social media channels
- Liaising with the volunteer walk leaders, participant building operators, partner organisations, and the national Doors Open Day Co-ordinator based in the Scottish Civic Trust
- Recruitment and management of freelancers (Volunteer Co-ordinator, Tech Manager, Web Developer, Photographer, Videographer, etc) festival volunteers and interns
- Fostering educational links with local schools
- Producing and distributing visitor and participant surveys, maximising survey responses, and collating feedback for final event IMPACTS report
- Writing an evaluation report for the festival and distributing this to funders



- Considering risks, conducting risk assessments as required and considering insurance requirements in relation to the festival and other events
- Representing the Trust in official meetings with statutory bodies, funding institutions, volunteers, etc
- Occasional public speaking and media appearances
- Assisting with the preparation of the Trust's Annual Report
- Assisting with other project development work associated with building projects and community engagement work as and when required. For example, preparation of funding applications, liaising with professional consultants and co-ordination/delivery of projects
- General office administration in relation to the role

## Person Specification

| Essential                                                                                                                                                                                             |
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| A degree or equivalent postgraduate qualification that encompasses the candidate profile and skills required for the role                                                                             |
| Creative thinking to devise and develop the programme                                                                                                                                                 |
| Relevant experience organising events of a similar scale                                                                                                                                              |
| Experience of Excel, WordPress, CMS, and social media management                                                                                                                                      |
| Excellent self-organisation skills and ability to organise others                                                                                                                                     |
| Excellent written and verbal communication skills, and ability to communicate with a wide range of people, including local communities, potential sponsors, volunteers, and politicians and the media |
| Experience of managing and controlling a budget                                                                                                                                                       |
| Experience of fundraising, identifying new funding sources, liaising with funders and writing funding applications                                                                                    |
| Ability to speak in public, make presentations, and enthuse others about the value and impact of the festival and the wider work of the Trust                                                         |
| Sound experience of marketing events to diverse audiences, developing a suitable tone and voice for Festival communications                                                                           |
| Desirable                                                                                                                                                                                             |
| An interest in heritage and the built environment                                                                                                                                                     |
| Experience of co-ordinating cultural activities                                                                                                                                                       |
| Experience of raising sponsorship and corporate donations                                                                                                                                             |
| Basic graphic design and photography skills                                                                                                                                                           |



## Hours, salary, and benefits:

This role is full time. However, candidates wishing to propose delivering the role in a part time capacity might be considered.

The post will initially be offered on a probationary period of 6 months.

The starting salary will be £30,000 - £32,500.00 per annum, dependant on experience.

The post is largely office-based, at Glasgow Building Preservation Trust offices at the Wellpark Enterprise Centre, 120 Sydney Street, Glasgow.

Occasional home working can be accommodated, and the role will involve visiting buildings, attending meetings out with the office and evening and weekend working, particularly during the festival itself. Time off in lieu will be granted for agreed working out of normal working hours.

Following successful completion of the probationary period, you will be eligible for enrolment into the company's pension scheme including an employer's contribution of 6.0% of salary.

## How to apply:

Please apply in writing including a covering letter (no more than 2 sides A4) outlining your suitability for the role and an up-to-date CV.

Please submit your application by email to [david@gbpt.org](mailto:david@gbpt.org) no later than **12.00 noon on Monday 11<sup>th</sup> March 2024**.

Shortlisted candidates will be notified by Friday 15<sup>th</sup> March 2024 and interviews will be held on 20<sup>th</sup> March 2024.

If you have any queries prior to making your application, please email [david@gbpt.org](mailto:david@gbpt.org).