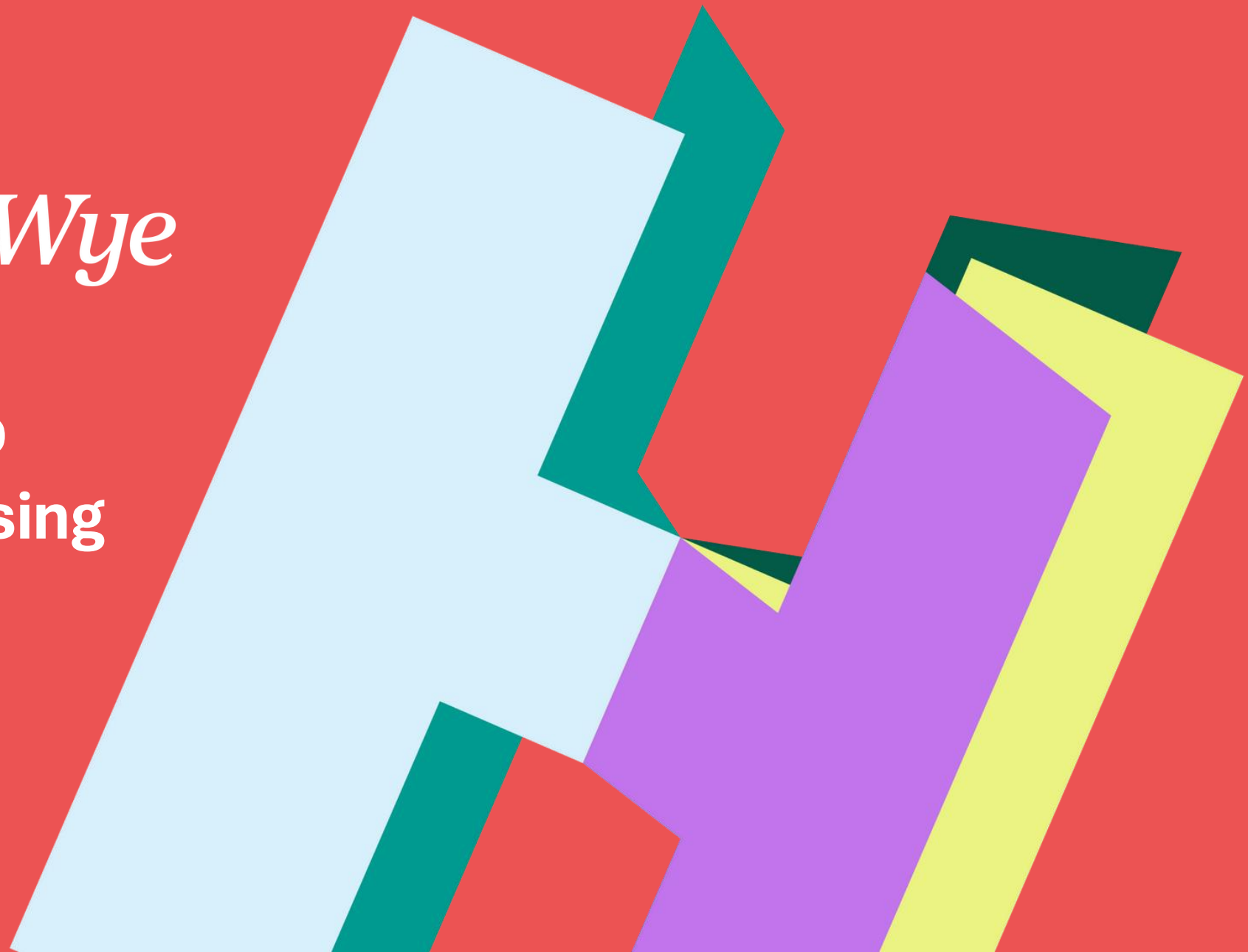


# Hay Festival *Hay-on-Wye*

**Sponsorship  
and Fundraising  
Assistant**



[hayfestival.org](http://hayfestival.org)

## Hay Festival Foundation

Hay Festival is one of the worlds' leading art and literature festivals, bringing readers and writers together to share stories and ideas in events live and online. The Festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be.

Writers, artists, scientists, historians and musicians take part in the Festival's global conversation, sharing the latest thinking in the arts and sciences with audiences across the world. A wide programme of education and outreach work runs alongside all of the festival's events, engaging young people and communities and supporting generations of new writers.

The Festival reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in the arts and media.





## **Sponsorship and Fundraising Assistant - Job Summary**

The Sponsorship and Fundraising Assistant will successfully contribute to the winning of sponsorship from existing and new clients and managing sponsor and Patron and Benefactor relationships for Hay Festival.

The post has a particular focus on generating income from event sponsors locally and regionally, as well as successfully managing the selling of exhibition spaces at Hay Festivals in the UK.

## Main Duties and Responsibilities

### Sponsors

- Cultivate, manage and develop successful relationships with existing and new sponsors, with a focus on relationships up to £5k
- Identify and define on a local, regional and national level new and emerging sponsorship opportunities.
- Develop sponsorship proposals, packages and agreements for sponsors.
- Ensure sponsor requirements are met at our two UK festivals (Hay Festival, Hay-on-Wye and Hay Festival, Winter Weekend) manage complimentary ticket requests, host sponsors during the festivals and administer other sponsor benefits
- Ensure sponsors are acknowledged correctly, gathering artwork and sponsor logos for print and web. (Pre-show reel, online and print programme)
- Maintain sponsor pages and profiles (Sponsors Directory)
- Help organise sponsor events
- Manage interaction with event sponsors in the Festival Lounge at Hay Festival (spring)
- Maintain and update records for correspondence and invoicing
- Generate reports for sponsors





## Patrons and Benefactors

- Help manage and develop Patrons and Benefactors engagement and renewals, including invitations and complimentary tickets. (Book of the Month and Book of the Year mailings)
- Research Patrons and Benefactors to identify key prospects to engage for further support
- Ensure Patrons and Benefactors are acknowledged correctly (Donor boards, print programme and webpages)
- Help organise fundraising events

## Exhibitors

- Coordinate selection and booking process of exhibitors at Hay Festival Wales (Spring and Winter Weekend)
- Identify and approach potential exhibitors to ensure a diverse visitor experience
- Ensure exhibitor requirements are met at our main UK festival (Hay Festival, Hay-on-Wye)

## Advertisers

- Cultivate, build and manage successful relationships with existing and potential new advertisers for print and web
- Maintain advertiser pages on the Hay Festival website.

## General

- Ensure funders, partners, supporters etc. are acknowledged in the Hay Festival, Hay-on-Wye programme, Hay Festival Annual Review etc.
- Assist with stewardship of public and private funders (thank you letters, reports etc)





## Other responsibilities

- Responding to general enquiries by email or telephone, manage own workload and maintain an online diary, using the festivals agreed systems.
- Maintain accurate records and to input Hay Festival management systems.
- Create and maintain professional relationships with funders, sponsors, and partners ensuring that enquiries are dealt with promptly, accurately and willingly.
- Create and maintain professional relationships with other members of staff
- To promote and comply with current legislation including Hay Festival policies on Equality and Diversity and Health & Safety, Safeguarding, in the delivery of services and the treatment of others.
- Adhere to HFF Financial Regulations
- Uphold the HFF brand and reputation at all times
- Observe organisational practices, administrative procedures, internal communications, staff training and development.
- Undertake other duties as requested.

**Type of contract:** Full Time Permanent

**Salary:** £26,540

**Hours of work:** 37.5 hours per week, to be worked during the hours of 9.00am to 5.30pm on Monday to Friday inclusive, with a daily unpaid lunch break of 1 hour. The post holder will be expected to be flexible and there may requirement to work such days and hours that might vary in accordance with business requirements, such as Festival periods.

**Reports to:** Development Director (Sponsors and Patrons and Benefactors) and Commercial Manager (Exhibitors and Ads)

**Pension:** 5% employee and 3% employer.

**Holidays:** 25 days per year, plus Christmas shutdown (3 days) and public holidays

**Location:** Hay Festival offices, The Drill Hall, Lion Street, Hay on Wye, HR3 5AD







## Skills Specification

### Essential

- Experience of securing sponsorship and successfully managing relationships with sponsors
- Ability to effectively manage multiple relationships of varying complexities, meet strict deadlines and work well under pressure
- Experience in creating opportunities to drive new commercial/sponsorship ideas or partnerships
- Proven track record of meeting financial targets and/or securing funding
- Experience of prospect research and ability to research and respond to opportunities.
- Strong customer relationship management skills and care – understanding of and modelling excellent donor management.
- Experience in managing effective relationships with a wide range of stakeholders.
- Experience of coordinating membership or audience focused events.
- Excellent written communication skills, numeracy, organisational skills and attention to detail
- Enthusiastic team player with excellent interpersonal and relationship-building skills
- Microsoft Office skills – Word, Excel, Powerpoint
- Full UK Driving Licence

### Desirable

- Knowledge of the arts, literature and current affairs that can inform sponsorship
- Canva or Adobe CC experience
- Welsh speaker

We welcome applications regardless of race, colour, nationality, ethnic or national origins, sex, disability, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, age, religion or belief.

Disabled applicants are invited to contact us in confidence to discuss steps that could be taken to overcome operational difficulties presented by the job, or if any adjustments or support are required regarding the recruitment process.

If you would like an informal chat about the role before applying please do get in touch with Ruth – [ruthb@hayfestival.org](mailto:ruthb@hayfestival.org)

To apply please send your CV and a letter explaining how your experience fits the role to [sian@hayfestival.org](mailto:sian@hayfestival.org) by midday February 18<sup>th</sup> 2025

