



Family & Children's Events Programmer

International Literature Festival Dublin seeks a Family & Childrens Events Programmer. This post requires a dynamic and inspirational children's literature specialist who will be responsible for the programming of Family & Children's Programme strand and aspects of the 21st Birthday Party programme for 2018.

The appointed programmer will work closely with the ILFDublin team (Festival Programmer and Festival Producer) in shaping and delivering fresh and engaging programmes for children and young people, schools and families.

The programmer may wish to propose an approach to raising sponsorship for ambitious events, in collaboration with the festival producer.

The postholder will also have a key role in ensuring the festival's commitment to deliver a high level of personal care and a festival experience that makes speakers, sponsors and audience members want to come back for more.

Key areas of responsibility include:

- ❖ Work with the Programme Director to deliver a dynamic events programme for ILFD 2018
- ❖ Liaise with publishers and secure / programme Children and Young Adult authors for ILFD 2018 Family & Children's Programme, comprising circa 25 events.
- ❖ Source and identify suitable Family & Children focused programming content for ILFD's 21st Birthday Party
- ❖ Support the development team in attracting funding for the Children's programme
- ❖ Liaise with Festival and Marketing teams to promote the programme in order to increase participation and to build the ILFD brand
- ❖ Participate in strategic planning, including developing and meeting annual budget and attendance goals.

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- ❖ Ensure you are up to date in your area of specialism including new developments
- ❖ Management of the allocated programming budget for the Family & Childrens programme
- ❖ Perform any other duties required to deliver the Family and Children's Programme for ILFD 2018

Personal Specification Criteria - Essential Skills required:

- ❖ Experience programming Children's and Young Adult events in a festival or arts venue context
- ❖ Proven experience of liaising with publishers and agents to book authors for events
- ❖ Experience of negotiating contracts with artists or agents
- ❖ A strong knowledge of children's and young adult literature, publishing, digital media or writing/journalism
- ❖ An understanding of audience engagement, in particular the children's, young adult and parents market
- ❖ Strong project management skills and exceptional people skills.
- ❖ Ability to build good relationships both internally and externally to promote the Festival's mission and vision
- ❖ Ability to manage a complex workload within agreed deadlines
- ❖ Ability to handle relationships sensitively

Remuneration for the contract of services is €10,000 flat fee (inclusive of VAT).

Applicants are invited to submit:

- 1) **A CV outlining relevant experience**
- 2) **A covering letter of no more than 2 pages**
- 3) **A delivery plan for a programme of children's and young adults events of no more than 3 pages.**

Application documents should be emailed to Boxroom Productions*, Creative Producer, Aimée van Wylick by email aimee@boxroom.ie by **12 noon, Tuesday 7th November.** Interviews will schedule to take place Thursday 9th / Friday 10th of November.

Selection Criteria

Submissions will be assessed against the following criteria:

- ❖ A clear understanding of International Literature Festival Dublin needs and an imaginative approach / delivery plan for Family & Childrens Events programme strand.
- ❖ Quality of work/credentials in related fields
- ❖ The expertise and time to be committed by the service provider

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About ILFD Family & Children's Programme

The programme for children and their families forms a significant part of the overall ILF Dublin programme, attracting some of the biggest names in Children's literature such as **Jacqueline Wilson**, **Hervé Tullet**, **Derek Landy**, **Anthony Horowitz** and **Sally Gardner**. It has commissioned Irish authors and illustrators such as **Niamh Sharkey**, **Dave Rudden** and **Chris Judge** to create bespoke festival events and experiences for children and their families.

With additional sponsorship, the family programme has attempted to develop work for new venues and the public domain, occasionally working with practitioners from other artistic disciplines. From time to time ILFD has been able to support development seminars eg. philosophy in the classroom; diversity in children's literature; making (physical and creative) space for children. It has attracted authors and innovative practitioners from across Europe, America and Australia. ILFD regularly collaborates with Children's Books Ireland, most recently in facilitating the Book of the Year Awards and associated school programme.

The strongest public audience for the children's programme has proven to be younger readers (3 - 8). The timing of the festival can prove difficult to attract a mid-teen audience because of school exams. However Young Adult fiction increasingly targets the older end of that market and YA readership can cross over into adult programming.

About ILFD

International Literature Festival Dublin's mission is to create life-changing experiences for readers and writers, through a stimulating and ambitious events programme across the city, befitting Dublin UNESCO City of Literature status. From globally renowned artists and thinkers to emerging local writers, the programme is driven by a commitment to audience engagement and built through partnerships. ILFD is continually evolving, deepening public engagement and responding to the changing population of Dublin. In 2018, ILFD marks its 21st anniversary.

A commitment to international writing, translation and freedom of expression is central to ILFD's ethos. Since its rebrand in 2015, ILFD has welcomed more than 100 writers from over 30 nations and drawn large audiences to events with a geopolitical focus such as those with **Naomi Klein** or **Svetlana Alexievich**. Headline speakers, ranging from **Caitlin Moran** to **Werner Herzog**, generated significant PR and maintained the festival as the most eagerly awaited literary event in Ireland.

ILFD reaches wide-ranging audiences through: a programme for schools and families including the commissioning of new work; innovative workshops and

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courses for writers and readers; enhanced public participation and partner co-curation through its Fringe and Stories from the City; focusing on themes of local and global concern e.g. through its Artist In Residence programme. **ILFD 2018 seeks to increase visibility across the city through site-specific events, and a focal point for 2018 will be a specially programmed 21st Birthday Party event in St Patrick's Park**

ILFD also hosts inspiring talks and discussions all-year-round through its *Off The Page* series, previously featuring Jonathan Franzen, Colm Tóibín, Elizabeth Gilbert and Emma Donoghue. (Visit our archive on www.ilfdublin.com for further information on past editions of the festival)

Market Position

In 2014, the then Dublin Writers Festival (DWF) grew from a 7 to a 9-day festival and peaked with over 90 events taking place. In order to reposition itself within the market and bring the focus back to ‘international’, it was decided to rebrand the festival. With this new title, International Literature Festival Dublin is brought in line with other international city-based festivals of note¹ and reflects the prominence of international and high-calibre authors featured in the programme. Whilst focusing on presenting an international programme, the festival equally celebrates the rich heritage of Dublin, a designated UNESCO City of Literature, and Irish authors based at home or abroad.

The festival wishes to continue to establish its new title and brand by further reposition and reinforce the festival’s reputation as Ireland’s premier international literary festival featuring household names and emerging writers from Ireland and abroad. Appealing to audiences of all ages ILFD is eager to develop its appeal to family (children & young adults) and school audiences.

ILFD seeks to garner and develop new partnerships (cultural, media and corporate). It proposes to continue setting literary and literary inspired events in unique settings/venues with the aim of maximising existing and inspire new audiences for great writing.

Demographics

ILFDublin audience comprises of families, young people and 25-65 year olds. Women between ages of 25-34 are the leading force among our followers and fans and the festival gender ratio based on 2017 data is 70% women and 30% men. Our audiences are informed consumers and include a large percentage of ABC1s with a high level of disposable income and interest in food, travel and the arts. ILFD 2018 is looking to grow its family and young people audience and expand into new demographics.

¹ Edinburgh International Book Festival; Jaipur Literature Festival; Sydney Writers’ Festival; Brooklyn Book Festival; Internationales Literaturfestival Berlin; The Vancouver Writers Fest.

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