



FESTIVAL DIRECTOR

Recruitment Pack

April 2026

Registered Charity No. 1120329

FROM FESTIVAL

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FROME FESTIVAL





WELCOME

Thank you for your interest in the role of Festival Director at Frome Festival.

Frome Festival is one of Somerset's most loved annual celebrations of the arts, now in its 25th year.

Our current director, who has led the festival with enormous skill and dedication, is stepping down following the 2026 festival. This is a significant moment for us and an opportunity to find an exceptional individual to help shape the next chapter of Frome Festival's story. 2027 promises to be a particularly exciting year for the festival, as Frome bids to become the UK's Town of Culture.

We are looking for someone who shares our passion for the arts and for community. You will need creativity, organisational ability and drive to lead a festival that punches well above its weight.

We hope this pack gives you a clear picture of what the role involves and what we are looking for. If you have any questions before applying, please don't hesitate to get in touch at recruitment@fromefestival.co.uk

We look forward to hearing from you.

The Board of Trustees, Frome Festival

FROME FESTIVAL



ABOUT THE FESTIVAL

Frome Festival is a community arts programme held across 10 days in July every year throughout the thriving market town of Frome. The festival attracts over 30,000 visitors. Due to its diverse programme, it appeals to a wide demographic including families, young professionals, culture enthusiasts, horticulturalists and tourists across the South West and beyond.

Our commitment extends beyond entertainment - we actively support emerging artists and local community groups, providing a platform for local businesses and contributing to Frome's reputation as a creative hub. Last year, Frome Festival hosted 278 events in 56 venues, offering a broad range of arts and culture.

In recent years, Supergrass, Newton Faulkner, The Lightning Seeds, David Olusoga, Jenny Eclair & Miles Jupp have performed at the festival. As well starring international performers, over half of the 2025 programme was organised by our local community, showcasing the festival's clear links to Frome's unique arts scene.

Frome Festival is a registered charity and company limited by guarantee, governed by an active and engaged board of trustees. The director works alongside a part-time Festival Manager and Finance Officer, and a dedicated team of volunteers. The festival has office premises in the centre of Frome and benefits from a growing Friends membership scheme with 180 members.



FROME FESTIVAL

THE ROLE

ROLE SUMMARY

The Festival Director is the creative and organisational heart of Frome Festival, responsible for ensuring a vibrant, wide-ranging programme of arts events is delivered each year.

The Director works closely with the Board of Trustees, providing strategic leadership and attending board meetings throughout the year.

The Director manages the festival with the support of a part-time Festival Manager and Finance Officer, and oversees a team of volunteers.

They are responsible for the overall management of the festival office, and for maintaining strong relationships with the wide range of venues, event organisers, local councils, funders and community partners that make the festival possible.

KEY DELIVERABLES

- A vibrant, inclusive and wide-ranging **annual festival programme**
- Effective **management of the festival office** and staff team
- **Strong relationships with venues**, event organisers, and community partners
- **Successful fundraising** and grant applications to sustain the festival
- Clear and timely **reporting to the Board of Trustees**
- **Effective promotion** and marketing of the festival locally and nationally
- **Sound financial and legal management** of the festival's activities
- **Compliance with Charity Commission** and Companies House requirements



RESPONSIBILITIES

PROGRAMMING

- Lead the programming of the annual festival, ensuring a diverse, inclusive and wide-ranging programme of arts events
- Develop new ideas and initiatives whilst maintaining continuity of the festival's character and values
- Liaise with event organisers, promoters and venues to ensure a balanced and effective programme
- Oversee the production of the printed and digital festival programme

FUNDRAISING & FINANCE

- The festival operates within a very tight budget. Manage costs effectively, flagging any potential deficits or financial concerns to the board promptly.
- Coordinate fundraising activities including the preparation and submission of grant applications
- Liaise with local councils, sponsors and other funding bodies
- Ensure sound financial management of all aspects of the festival under the director's control
- Ensure compliance with all relevant legal and financial regulations including Charity Commission requirements

MARKETING & COMMUNICATIONS

- Promote the festival locally, nationally and through media and social media
- Prepare press releases and liaise with media as required
- Work jointly with the Festival Manager on all publicity and marketing activity

RESPONSIBILITIES

COMMUNITY & STAKEHOLDER RELATIONS

- Represent the festival within the local community and in professional bodies
- Attend meetings within the town as appropriate
- Work closely with volunteers across sponsorship, stewarding and the Friends scheme

GOVERNANCE

- Attend board meetings and provide progress reports
- Support the board in developing long-term strategy for the festival





CANDIDATE PROFILE

ESSENTIAL

- Experience of organising events, ideally in the arts or cultural sector
- Experience of managing a staff team and working with volunteers
- Experience of fundraising, including preparation and submission of grant applications
- Excellent written and verbal communication skills
- Strong organisational skills with the ability to prioritise, meet deadlines and work under pressure
- A creative, innovative and imaginative approach to programming and problem solving

DESIRABLE

- Ability to prepare plans for the immediate future and contribute to long-term strategic thinking
- Ability to market and promote a programme of events
- Ability to represent an organisation publicly and act as an advocate for its value to the community
- A genuine commitment to inclusivity and community involvement
- Awareness of relevant legal and financial requirements for a registered charity
- Knowledge of and passion for the arts
- Experience of working with local authorities, arts councils or other public funding bodies
- Experience of media relations and social media
- Familiarity with the local cultural landscape of Somerset and the South West
- Experience of working in a small or volunteer-led organisation



POSITION DETAILS

KEY DETAILS

Salary £12,000 per annum (£30,000 FTE)

Contract Permanent

Working Hours Part time, 2 days per week (15 hours). Flexible by agreement with the board, to include a minimum of one day per week based in the Frome Festival office.

The Director will be required to work more intensively during the festival period and in the busiest weeks surrounding it. Time off in lieu will be recognised.

Annual Leave 28 days per year (including bank holidays) pro rata.

Pension Scheme The festival operates a NEST workplace pension scheme

Responsible to Board of Trustees, Frome Festival.

Location Frome Festival Office, Frome, and various venues as required.

Start Date We expect to appoint the director in June 2026 with a starting date in July 2026.

There will be a hand-over period of several weeks. Where feasible there will be the opportunity for the appointee to shadow the director during the 2026 Festival (3rd - 12th July 2026).

WHAT WE OFFER

- A part time role with genuine flexibility
- Real creative freedom to shape one of the South West's most distinctive independent festivals
- A passionate and supportive board and volunteer community
- Office premises in the centre of Frome





HOW TO APPLY

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To apply, please complete the application form which can be found here:

<https://tally.so/r/EkBME2>

Before completing the form, please read this recruitment pack carefully, including the job description and person specification.

Applications must be submitted by 12pm on 20th May 2026. We reserve the right to close the application process early should a strong field emerge, so we encourage you to apply early.

You must be available to attend the final in-person interviews in Frome.

KEY DATES

Closing date: 20th May 2026 at 12pm

Final interviews: 28th May 2026, in-person, Frome

Frome Festival Ltd is an Equal Opportunities employer and welcomes applications from all sections of the community.

For informal enquiries about the role, please contact us at recruitment@fromefestival.co.uk.

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