



Announcement of Open Position

DEPUTY DIRECTOR Bay Area Book Festival

Berkeley, California (on-site presence required)

Job posted Sept. 8, 2021

Applications will be received at jobs@baybookfest.org through Oct. 8, 2021

About the Bay Area Book Festival and 2022 Plans

Based in Berkeley, California, the Festival (www.baybookfest.org) is one of the nation's premier weekend literary festivals. Over seven years it has featured more than 1,250 notable writers from the Bay Area and across the world—winners of the Nobel Prize, Pulitzer Prize, Booker Prize, Booker International Prize, National Book Award, NBCC Award, and Hugo Award, among other honors, as well as leading journalistic voices, influential publishing professionals, and other intellectual and creative pathbreakers. The Festival is especially known for its attention to fiction, poetry, and nonfiction concerned with social justice, and well over half of Festival speakers come from backgrounds underrepresented in traditional publishing: a percentage we intend to continue growing.

From 2015 (inaugural year) through 2019, the Festival presented 100-130 indoor and outdoor literary programs (interviews, panels, and performances) at each weekend extravaganza. The outdoor literary fair featured 120-200 exhibitors, a major stage for adults, two stages for youth, and other children's programs. Each year the Festival has attracted around 25,000 people.

In 2018, the Festival launched Women Lit (www.womenlit.org), a year-round event series that has featured dozens of female-identified authors, such as Gloria Steinem, V (formerly Eve Ensler), Terry Tempest Williams, Patti Smith, and Ann Patchett. Women Lit is a unique membership-based program that offers special access and perks to members (tickets, author receptions, private salons, and a regular newsletter). For in-person events, Women Lit uses beautiful venues that create a special experience for attendees.

In March 2020, we had to cancel the May 2-3 Festival because of COVID, pivoting to launch a robust series of virtual events, which began on May 1 under the brand Bay Area Book Festival #UNBOUND. We have since produced over 100 high-quality virtual events featuring authors such as George Saunders, Viet Thanh Nguyen, Nikky Finney, and Julia Cameron. Women Lit events also went virtual.

We are currently planning a hybrid Festival from May 7-8, 2022, possibly with a series of high-profile events over the preceding week throughout the Bay Area. We will continue to present Women Lit events, in-person and virtual, from now through the Festival. We'll represent the U.S. in Literature Live Around the World, featuring 12 leading festivals worldwide. We *may* produce general #UNBOUND events in collaboration with partners—TBD.

Deputy Director Position

The Deputy Director (DD), reporting to the Executive Director (ED), is a top position at the Festival, with a key focus on programming (Festival, Women Lit, #UNBOUND) and program-related fundraising (donors, grants, sponsorships), marketing strategies, and partnership creation, particularly expanding relationships with local communities of color. These functions have been largely led by the ED with support from the broader team. The DD will share this responsibility and likewise will be well-supported by other staff. The DD position offers excellent opportunity for advancement and collaboration with a closely knit, committed, highly skilled, flexible, and generous team.

The DD position is a full-time commitment and especially intense from January-May. If desired, we can negotiate a flexible salary arrangement involving time off during the summer, as some staff have chosen to do. All Festival staff and consultants work from home but connect constantly through digital communications and meet regularly in Berkeley, health restrictions permitting. The DD must be a committed self-starter who is highly responsible, collegial, and productive in working remotely.

Key Responsibilities

Programming:

- In collaboration with the ED, develop, schedule, and deliver world-class literary programs that demonstrate a high degree of diversity. Manage most front-line author pitching, though the ED will handle certain relationships. Serve as the main interface with publishers, publicists, and speakers in producing the following events:
 - Approximately 70 programs for adults with around 200 speakers (authors, moderators) over the Festival weekend in 8-10 venues in downtown Berkeley.
 - Approx. one monthly Women Lit event at various Bay Area venues or virtually.
 - One in-person event for Literature Live Around the World.
 - Any #UNBOUND events, TBD based on capacity and revenue potential.
- Also in collaboration with the ED:
 - Work with the Festival's part-time International Program Director on securing authors from abroad (she manages all travel arrangements).
 - Work with program partners, including local literary organizations and sponsors, in creating programs they "own" that work within the Festival's overall curation.
 - Rebuild the Program Advisory Board (dormant during the pandemic).
- Support the Managing Director on the literary front as she creates a robust overall Festival experience for children and teens; co-manage a youth program consultant TBD.
- Manage the involvement of local bookstores in selling authors' books for each event; for the Festival, supervise a part-time Book Provisioning Coordinator.
- Manage Festival Green Room with the Web and Program Systems Manager.
- Aided by the entire staff, including the COO/Venues Manager, hold responsibility for the smooth functioning of programming over the Festival weekend and at Women Lit and other events.

Program-Related Revenue Generation:

- Mentored by the ED and other staff, creatively frame Festival assets for different types of funders and design opportunities for donor/sponsor engagement with distinct programs, tracks, and Festival stages.
- Develop and share leads for grant proposals or other potential sources of support (the Festival Writer creates the actual proposals).
- Actively develop new individual major donors interested in particular program areas or literature in general, for the Festival and/or Women Lit, in collaboration with the ED.
- Work with the whole team to maximize program-related revenue from tickets and passes to reach your designated goal.
- Help build the Women Lit program, which has a great track record and huge potential, by developing new partners, sponsors, and donors, also as mentored by the ED.

Program-Related Marketing, Outreach, and Partnerships

- Develop creative and entrepreneurial ideas to expand our audiences overall, with an eye toward greater diversity in audiences as well as financial sustainability.
- Expanding on existing partnerships, actively engage with underserved communities, especially local BIPOC communities, to develop programs, use our resources to help meet community literary needs, and make it feasible and desirable to attend the Festival.
- Creatively forge partnerships with other literary and cultural enterprises, locally to nationally to globally.
- Take part in planning our overall media strategy to promote our programs; join our meetings with media sponsors (such as *San Francisco Chronicle*, KQED, and Berkeley/Oaklandside) and help shape angles for press pitches (led by our PR firm).
- Co-write compelling program descriptions for the website and *San Francisco Chronicle* Program Guide (Festival Writer takes the lead); also contribute other, program-related content to the *Guide*.
- Advise on content for ads and other materials that present our literary programs.

Qualifications of an Ideal Candidate

The perfect candidate has experience in literary industries, particularly events; has deep knowledge of contemporary literature; is passionate about diversity and social justice; is an organizing wizard and excellent writer; and has an entrepreneurial mindset to strategically secure partners, sponsors, donors, and promotional opportunities in arrangements that benefit all parties.

Experience:

- Thorough knowledge of book publishing, ideally personal relationships with book publicists and publishers nationally.
- Experience in event curation and production, ideally at conferences, festivals, or other settings of multiple simultaneous events.
- Flawless writing skills demonstrated in various formats.
- Literary sensibility that spans genres and topic areas, including well-established authors and emerging talent; commitment to elevate unrepresented voices; familiarity with younger authors and new literary trends and forms.

- Ideally, familiarity with Bay Area literary community and local philanthropic and business spheres.
- Experience or strong aptitude in business development and/or fundraising; sales-type skills modified for different constituencies.
- Experience with Google Drive system, Excel, Word, etc.; skills with Wordpress, Salesforce, Mailchimp, and design applications are pluses.

Personal Attributes (Required):

- Truly exceptional skill at organizing and multi-tasking; ability to track, record, and thrive amidst thousands of details and spreadsheets; analytical aptitude; absolute trustworthiness and ability to adhere to deadlines.
- Grace, warmth, respect, and steadiness in communications within the Festival team and with hundreds of authors, publishers, partners, and other constituents.
- Ability to self-start and to work independently, working effectively from remote in context of a collaborative team using a variety of electronic tools and meeting regularly.
- Fluency in cultural and social issues; intellectual curiosity; desire to craft programs on current issues with leading thinkers; openness and eagerness to contribute and learn.
- Entrepreneurial, strategic, and flexible problem-solver and idea-generator, wishing to work within a friendly, dynamic team that shares these traits.

The Deputy Director is a staff position with a competitive salary based on experience. The Festival offers excellent benefits (health, dental, and vision coverage, plus a 3% retirement match) and three weeks' paid vacation.

How to Apply

Qualified applicants only; others will not be acknowledged. Please visit www.baybookfest.org to be familiar with the Festival when you apply. We expect many applicants and encourage you to inquire quickly if you are qualified and interested. The position is currently open and ready to be filled asap.

Please email jobs@baybookfest.org and include "Deputy Director" in the subject line. (For this purpose, please do not use other Festival email addresses you may have.) In the body of the email or as an attachment, please describe your relevant experience and specific interest in the job. You may address your note to Cheryl Parsons, Executive Director. Please attach a resume (preferred) or include a link to your LinkedIn profile. References will be requested later. No phone calls, please.

The Bay Area Book Festival values a diverse workplace and strongly encourages people of color, women, LGBTQI and gender non-conforming individuals, persons with disabilities, foreign-born residents, veterans, and people of all ages to apply.