

# WRITING ON THE WALL

## WRITING DEVELOPMENT MANAGER RECRUITMENT PACK



Creating Change Through  
the Power of Words.

[writingonthewall.org.uk](http://writingonthewall.org.uk)

**WOW** WRITING  
ON THE WALL

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**Thank you for your interest in joining Writing on the Wall's dynamic and growing team. We look forward to working with you to continue to offer creative opportunities to diverse communities of adults, children and young people through our festival and project work and activities.**

Writing on the Wall is currently recruiting for a **Writing Development Manager** to work alongside our Co-Directors and Senior Programme Manager to manage, develop and expand our **Writer's Bloc** writing centre and our annual programme of writing projects, including 'What's your Story?' and 'Pulp Idol' as well as connecting to our annual festivals and other related projects.

The **'Writer's Bloc'** was launched as an online writing centre during Lockdown and proved to be hugely successful. We intend to continue with the digital Writer's Bloc, but our ambition is to turn this into a live offer in venues across the Liverpool City Region; the Writing Development Manager will work with the leadership of WoW to make this dream a reality.

**WOW's 'What's Your Story'** project has been running since 2007, and has proven to be popular and effective in working with a range of communities, which to date have included: Unemployed people, Trans writers, refugee communities, Liverpool's black communities, people with mental health difficulties, and kinship carers. During Lockdown we ran three WYS? Projects tackling the emotive and hard-hitting issues of race, racism and the Black Lives Matter movement, mental health, and domestic abuse.

**Pulp Idol** is a successful, Merseyside-based novel writing competition that encourages aspiring writers to submit the first chapters of their novels. The winners of our competition are published in our Pulp Idol Firsts collection which is sent to agents and publishers and made available online and in local bookshops.

The aim of Pulp Idol is to highlight the talent and offer opportunities to novelists from this area and to bridge the gap between the national publishing industry and Merseyside.

Pulp Idol's success has led to many writers being published by mainstream and independent publishers. Examples include James Rice signing a two-book deal for his debut novel *Alice and the Fly*, Ariel Kahn's *Raising Sparks* snapped up by award-winning, independent publisher Bluemoose Books, going onto be shortlisted for that year's Not the Booker Prize, and most recently Matt Cook having his novel *Life on other Planets* published.

While the above are specific programmes, projects and activities, our work, and that of The Writing Development Manager, is fluid, with a lot of synergy and overlap between the projects and the annual festivals, as well as other commissions and opportunities that develop during the year.

The ideal candidate is someone who is committed to developing creative opportunities, understands the heart of this work and is willing to engage with local community groups to develop skills in the arts with the aim of improving quality of life and helping develop communities and provoke change.

We welcome and encourage applications from individuals without formal education and/or who identify as:

- D/deaf and/or disabled.
- Neurodiverse.
- Working-class, are on benefits or have criminal convictions.
- Global majority (This includes people of Black Caribbean, Black African, South Asian, East Asian, South-East Asian, Middle Eastern, Arab, Latin, Jewish, Romany and Irish Traveller heritage.) and/or migrant.
- LGBTQIA+



**Writing on the Wall was founded in 2000, when we held our first annual festival. Since then we have delivered 21 annual festivals, Black History Month festivals, and continue to host an annual programme of projects using creativity to work with local communities.**

We know how writing can transform communities. Writing can be a form of therapy, an act of resistance, a collaboration between opposing viewpoints, a tool to inspire and mobilise change.

Our programme has 4 strands: 'Creative Community Engagement', 'Children and Young People', 'Adult Skills, Education & Employment' and 'Festivals'. Our projects range from supporting women with experience of domestic abuse to skills development for the long-term unemployed. Our work is responsive, relevant and inclusive, continuously publishing and showcasing new talent in our anthologies and competitions. We have supported many writers and artists who have now been published and have developed successful careers within the creative industries.

Our annual literature festival, WoWFEST, and our annual Black History Month Festival offer a programme of local, national and international writers, performers, commentators and artists.

Community is at the heart of WoW, and we are continuously recognised for our commitment to diversity and inclusion. We are a National Portfolio Organisation of Arts Council England, who regularly rate our commitment to the Creative Case for Diversity in the Arts as 'Outstanding'.

We offer opportunities to share experiences and provide public platforms for stories to be heard and valued. It is an ongoing fight for equality but one we recognise daily, and we are committed to providing a space where underrepresented voices are encouraged, written about and shared.



**“WoW promotes change whilst highlighting and tackling social and economic injustice. We aim to inspire personal and social transformation through writing and creativity. With a focus on writing which empowers we work with communities to gain strength through creativity.”**

In February 2020 WoW was crowned Arts Organisation of the Year at the Liverpool City Region Culture and Creativity awards.

**Madeline Heneghan & Mike Morris**  
WoW Co-Directors

## MISSION:

To inspire diverse communities through creativity, writing, discussion, performance, inquiry and debate, to highlight and tackle social and economic injustice to support personal and social transformations.

## VISION:

Creating Change Through the Power of Words.

## VALUES:

- A belief in the individual worth and latent creative talent of people.
- A commitment to artistic excellence and supporting Arts Council England's aims of 'Great Art for Everyone'.
- A commitment to celebrating diversity; enabling access to, and stimulating interest in creative activities.
- A commitment to offering the whole community an opportunity to participate and the continued encouragement of emerging, aspiring and established writing talent.
- A commitment to quality and innovation in all the activities delivered through the Festival.
- Celebrating creative writing in all its forms: fiction, non-fiction, poetry, journalism, film, theatre, spoken word & song.



## WRITING DEVELOPMENT MANAGER

**WoW is recruiting a Writing Development Manager to support senior staff deliver, develop and expand our new project the Writer's Bloc and to work with us to connect with creativity diverse communities of adults, children and young people through our writing centre.**

This is a great opportunity for a highly motivated individual excited about working in a high paced environment, looking for a challenge to establish a new set of writing centres across Liverpool City Region. Working with local groups and communities, you will be passionate about words, diversity and inclusion, eager to make a positive impact and to join a small yet dynamic, creative and growing team.



**Hours:** 35hours/week

**Working hours:** Usual hours are 9:30-5 but we offer flexible working to support each individual needs. This a Full-Time position. Due to the nature of the position, flexibility to work outside core hours occasionally to support activities is required. WoW does not pay overtime but offers TOIL (Time Off in Lieu).

**Salary:** £23,000 per annum

**Responsible for:** Project Workers and volunteers, with shared responsibilities for Project Assistants and admin staff.

**Line Manager:** Senior Programme Manager.

**Key Relationships:** Senior Programme Manager, Directors and Trustees, Partners and stakeholders and Participants.

**Location:** The post will be based primarily at WoW's office in Toxteth Library, Windsor Street, Liverpool, but will involve working in a variety of settings as and when relevant to the needs of WoW's projects and events, with flexible and remote working arrangements available.

**Holidays:** 25 days per annum pro rata (not including public/statutory holidays).

**Type of contract:** Permanent

**Pension:** Employer contribution of 3% gross salary.

**Training and Personal Development:** WoW believes the best working culture is the one where employees feel happy, supported and incentivised. We offer a Personal Development Plan that includes training and performance management for personal and professional growth.



## MAIN PURPOSE

To manage, develop and expand our Writer's Bloc writing centre and manage our annual programme of writing projects; 'What's your Story?' and 'Pulp Idol' as well as connecting to our annual festivals and other related projects.

## KEY RESPONSIBILITIES

**Programming;** contribute to the strategy for the Writer's Bloc expansion and lead on the curation of the centres/programming of the centres (online and onsite)  
- researching and engaging with writers, publishers, agents, community, partners, audiences and artists to programme the best work.

**Finance;** responsible for budgeting, monitoring and reporting costs on the projects together with Directors.

**Fundraising;** researching, bid-writing and seek sponsorship opportunities, business support and partnerships with other organisations. Report writing to partners/sponsors and funders.

**Operational;** obtain site permits, create partnership agreements, contracts with artists, guests and facilitators.

**Outreach** and engagement; engaging with community organisations and partners to seek collaborative partnership opportunities.

**Logistics & Co-ordination;** scheduling, calendar monitoring and liaise with writers, key-note speakers, facilitators', etc. for 'What's your story' courses and 'Pulp Idol' competition and Writer's Bloc activities.

**Marketing & Distribution;** coordinating and producing all promotional material from press releases, interviews, articles, posters, flyers, brochures and coordinating proper distribution of said materials.

**Project planning;** contribute to project strategy, development and coordination of site set-up; liaising with contractors, creating schedules, etc.

**Events/programme management;** coordinating on-the-day logistics, hosting and chairing discussions, communicating with staff, volunteers on duties and roles, ensuring smooth running of events.

**Evaluations and feedback;** coordinating and producing evaluations and feedback from audiences/participants, artists, staff, contractors and partners.

**Supporting the development of marketing campaigns** for promotion of activities and events, helping to write and curate relevant content to reach targeted audiences.

**Support WoW's Social network platforms** and relevant online platforms to ensure all content is up to date to engage with the right audiences.

**Be a WoW advocate in Social Media spaces,** engage in dialogue and answer questions where appropriate.

**Contribute to WoW's Database development.**

## RESPONSIBILITIES OF ALL WRITING ON THE WALL EMPLOYEES

**Work as part of the team** with other staff at WoW

**Act as an effective Ambassador** for the charity at all times.

Work in accordance with **WoW Single Equality Action Plan and Equal Opportunities policy**.

**Maintain accurate records** in the various media specified for your areas of responsibility.

**Demonstrate a commitment to continuing personal development** and undertake any training necessary and participate in relevant supervision and appraisal.

**The post holder is expected to be flexible** in the performance of duties and to undertake any other duties identified as appropriate to the post.

**To work within the Charities' guideline with regard to conduct**, recognising its policies with regard to equality, Diversity and Inclusion, and showing respect and co-operation towards fellow colleagues.

**Under Health & Safety legislation**, all staff must work in the safest possible way in order to ensure their Health and Safety and that all others who may be affected by their actions.

**Contribute to making WoW a safer environment for vulnerable people** (children and adults).

**To co-operate with management and colleagues to promote good communications** through sharing appropriate information and building positive working relationships.

Demonstrate ability to **work independently and as part of a team**.

Demonstrate ability to **manage own workload** and use initiative.

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*The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post, which has been established on this basis.*



## ESSENTIAL

- Excellent communication skill.
- Strong ability and skills to manage and organise medium scale projects and community-based events.
- Passion for the Arts and strong understanding of local community in-order to engage them to develop strong local relationships.
- Strong leadership and ability to motivate team members.
- Excellent organisational skills; organised, disciplined and independent. With the ability to multi-task and demonstrate working with a number of conflicting demands to meet multiple deadlines.
- Proactive and creative problem solver.
- Staff management skills.
- Ability to work under pressure.
- Ability to work collaboratively and develop effective networks.
- Ability to work autonomously with Information and Communication Technologies (including social media, email, spreadsheets and databases) effectively in a campaigning context.
- Ability to cost activities and manage budgets.
- Understanding and knowledge of Fundraising landscape in the UK.

## DESIRABLE

- Experience of working in the charity sector and/or the arts industry.
- Experience infundraising - private and/or public.
- Driving Licence and own transport.
- Educated to degree level, or equivalent

## PERSONAL ATTRIBUTES

- Flexible, adaptable and able to demonstrate the ability to make good decisions under pressure and deliver on deadlines.
- Able to think creatively to offer positive solutions.
- Able to work collaboratively and build good relationships with colleagues, volunteers and participants.
- Professionalism and composure at all times.
- Proactive in anticipating needs and seeking opportunities to add value.
- Able to present a positive, professional and contemporary image of the charity at all times.
- Open to new ideas and willing to embrace new ways of working.
- A good team player willing to support colleagues.
- A professional, friendly and approachable personality.
- Willing to undertake work related and personal development training as required.
- Self-motivated and assertive.
- Value the importance of an inclusive community-based arts organisation.

# HOW TO APPLY AND RECRUITMENT PROCESS

**Thank you for your interest in joining the WoW team. WoW is committed to equality and diversity and aims at increasing accessibility to employment by lowering barriers and implementing more inclusive processes. We will be conducting an anonymous recruitment process for this role. Please read the following instructions carefully ahead of preparing your application.**

## APPLICATION PROCESS

Your application should be emailed to **[applications@writingonthewall.org.uk](mailto:applications@writingonthewall.org.uk)** by 3rd October 2021, midnight. You need to send:

- Application form which can be found **[here](#)**
- A Monitoring form which can be found **[here](#)** – Although this is optional, it is very helpful for us to collect as much information as possible to be able to address Equality, Diversity and Inclusion matters.

We accept written, audio and video applications. For audio or video files, please send a WeTransfer or Dropbox link to the above email address. In the body of your email please indicate your preferred communication method and any access requirements.

We do not accept CV's and Cover letters.

To enable us to make this a blind recruitment process we need your help. Please make sure you read the following so we can match your application with your email.

- Do not include any personal data (name, address, telephone, etc.) within the application form.
- The application form file name should contain the post you're applying for, your name and the year formatted as POST\_NAMESURNAME\_YEAR. Example of a submission by David Smith would be: *WritingDevelopmentManager\_DavidSmith\_2021*
- Monitoring form should not contain any personal details on the file name and should remain completely anonymous.

Receipt of your email will be administered by a member of WoW team and your attachments will be coded anonymously and held separately. Your application form will be passed to WoW Directors for shortlisting. If you'd like to discuss the role in advance of the application, please email **[applications@writingonthewall.org.uk](mailto:applications@writingonthewall.org.uk)** with your questions, and we will get back to you as quickly as possible.

The interview panel will only see your personal details if your application is shortlisted. See below the Recruiting Schedule for all the key dates.

## RECRUITING SCHEDULE

**Advertisement published:** 6th September 2021

**Closing date for applications:** 3rd October 2021 (midnight)

**Shortlisting announced (all applicants will be informed via email):** 7th October 2021

**Interviews:** 21st October 2021 online. A link will be sent via email.

**Final result (all interviewees will be informed):** 22nd October 2021

We are looking forward to hearing from you.

Kind regards,  
**Madeline Heneghan & Mike Morris**  
WoW Co-Directors

**MADELINE HENECHAN**

Co-Director

**MIKE MORRIS**

Co-Director

**EMMA HULME**

Head of Programmes

Writing  
Development  
Manager

**AMY  
CARRINGTON**

Project  
Manager ASE

**GALA  
PUJOL-FREIXER**

Company  
Administrator

Festival  
Coordinator

**AILIS LORD**

Children &  
Young People  
Project Coordinator

**BECKY DOWNING**

Children &  
Young People  
Project Coordinator

**LAUREN BUXTON**

Project Worker

**KATRINA  
PATERSON**

Project Worker

**JENNY DALTON**

Project Assistant

**NADIA ANIM**

Producer

**FARTUN ABDULLE**

Producer

**GEORGIA BERRY**

Project Assistant

Volunteers

Freelancers



