

Position: Wisconsin Book Festival Director

Reports to: Madison Public Library Foundation Executive Director

About the Wisconsin Book Festival

Presented by Madison Public Library and Madison Public Library Foundation, the Wisconsin Book Festival hosts free, public author events that provide dynamic cultural experiences, celebrate books, and spark conversations. Each year, the festival creates a robust schedule of accomplished and new writers whose fiction, nonfiction, and poetry books appeal to readers of all ages. The festival presents 35-40 stand-alone events throughout the year with a culminating celebration each fall. The Director is responsible for planning and running all events along with the WBF staff and volunteers. The 2023 fall celebration is scheduled for October 19-22.

The festival is committed to offering a mix of in-person and virtual events, and strives to make recordings of events available via online platforms to provide further access to free cultural content.

Responsibilities

Programming

- Plan and execute all aspects of 100 yearly cultural events, including strategic decision-making, selecting programs, marketing, and executing event logistics
- Collaborate with Madison Public Library and other community organizations to identify shared priorities, capitalize on opportunities for joint planning, and create lasting engagement in Book Festival experiences
- Work closely with publishers to feature authors and titles published within the past 18 months to provide timely and engaging content to our audience
- Coordinate book sales and giveaways with bookselling partners for all events
- Select and secure authors for three marquee events throughout the year: Lunch for Libraries, the foundation's donor thank-you event, and the Cheryl Weston Memorial Lecture
- Manage literary programming budget, including participation in select fundraising efforts

Communications

- Serve as festival spokesperson to the organization's audience, media, program partners, library staff, and the public
- Communicate with publicists, authors, moderators, etc., to secure participation in the festival
- Supervise festival's Communications Associate, including work planning, strategic goal-setting, and message creation
- Assist staff in ensuring all materials promoting authors are received, accurate, and implemented, including webpages and printed schedules
- Participate in strategic decision-making for annual marketing plan and budgeting

Other Duties

- Provide guidance for key volunteer positions, particularly those closely involved with festival authors (e.g., event supervisors, venue captains)
- Serve as backup moderator in the event a confirmed moderator is unavailable
- Operate technology, including broadcasting virtual events through Crowdcast and recording events for post-event production
- Serve as the on-site representative of the festival and library, managing the facility during events
- Liaise with library event and maintenance staff about event set-ups and building management
- Coordinate author travel, transportation, and accommodations

Qualifications

- Three or more years of literary programming experience, including media relations, or five years' experience of programming in a non-literary field
- Strong public speaking, written, and oral communication skills
- Demonstrated ability to collaborate with staff, donors, and partner organizations
- Working knowledge of significant trends and developments in the literary field and publishing industry
- Ability to sustain effective, collegial partnerships within and outside an organization

Salary and Work Schedule

The Wisconsin Book Festival Director salary is commensurate with experience and is in the range of \$60,000–\$75,000. Madison Public Library Foundation's benefits package includes medical, dental, and vision health insurance, paid time off, 11 paid holidays, pre-tax commuter benefits, life insurance, and a 401(k) retirement plan. The position requires work during the regular business days as well as on evenings and weekends as needed.

Location

This position is based in Madison, Wisconsin. Relocation expenses may be provided on a per-candidate basis.

Physical Requirements/Work Environment

Applicants must be able to fulfill the following essential job requirements, with reasonable accommodation:

- Adequate hearing required to hear/talk with other employees, and in person and on the telephone
- Use of computers with exposure to monitors, keyboards, mouse
- Position requires long periods of standing, bending, walking, and frequent use of stairs
- Ability to maintain focus for a long period of time
- Ability to occasionally lift and carry items weighing up to 40 pounds
- Ability to attend and participate in off-site indoor and outdoor events at various locations in and around Madison, Wis., as well as within the United States
- Ability to work from the foundation's business location
- Work also performed in an office setting with frequent interaction with co-workers and external partners

About Madison Public Library Foundation

Madison Public Library Foundation strives to equip Madison Public Library with robust resources to deliver outstanding services, facilities, and programs that meet the Madison community's needs with a priority of equity and accessibility. Since 1993, Madison Public Library Foundation has been committed to mobilizing the Madison community to continuously improve, promote, and support the Madison Public Library by developing sustainable and vibrant partnerships between the community and the city's library system.

Non-Discrimination Policy

Madison Public Library Foundation is committed to a policy of Equal Employment Opportunity and will not discriminate against any applicant or employee based on race, color, religion, creed, national origin, ancestry, sex, age, physical or mental disability, veteran or military status, genetic information, sexual orientation, gender identity, marital status, or any other legally protected basis under federal, state, or local laws, regulations, or ordinances. Applicants with disabilities may be entitled to reasonable accommodation under the terms of the Americans with Disabilities Act, and certain state and local laws.

To Apply

Send a cover letter and resume to cmoran@mplfoundation.org by January 13. Anticipated start date for this position is February 2023.