

Castell Brychan, ABERYSTWYTH, Ceredigion SY23 2JB

T 01970 624151 F 01970 625385 e castellbrychan@llyfrau.cymru

Rhyngrwyd / Internet llyfrau.cymru gwales.com ffolio.cymru

Prif Weithredwr/Chief Executive: **Helgard Krause**

Job title:	Ymgyrch Dinas Llên Coordinator
Department:	Chief Executive's Department
Location:	Castell Brychan, Aberystwyth (with flexible working)
Salary band:	Band 6
Salary:	£36,648–£40,221
Contract:	Until April 2025
Start date:	1 February 2024 (or as soon as possible thereafter)
Work hours:	37 hours a week (consideration will be given to part time working and to job-sharing between two)
Holiday entitlement:	23 days per annum + 5 privilege days (4 of which must be taken over Christmas) + Statutory Bank Holidays
Reporting to:	Chief Executive of the Books Council of Wales as well as the Dinas Llen Stakeholder Project Group, chaired by the Mayor of Aberystwyth
General purpose of the post:	<p>This new position is vital in executing Ymgyrch Dinas Llên UNESCO (the UNESCO City of Literature Campaign) for Aberystwyth and Ceredigion.</p> <p>The post holder will carry out the work necessary to prepare and submit Aberystwyth and Ceredigion's application to the UNESCO Creative Cities Network Committee in April 2025</p>

THE BOOKS COUNCIL

The Books Council is a national charity that supports the publishing industry and reading development in Wales. We promote literacy and reading for pleasure through our range of campaigns, activities and events throughout Wales, often working in partnership with schools, libraries and other literary organisations. The Council was founded at Aberystwyth in 1961, and we work with publishers to nurture talent and new content in Welsh and English, in addition to providing specialist services such as editing, design, marketing and distribution. We are also responsible for administering grants to publishers and independent

booksellers. Our funding comes partly from the Welsh Government through Creative Wales, and partly from commercial activities and the wholesale book selling service provided by our Distribution Centre. The Council provides a pension scheme to which the person appointed will be able to contribute. The Books Council is a member of the Dyfed Pension Fund, which is a Local Government Pension Scheme. A system of flexible working hours will be implemented for this post.

YMGYRCH DINAS LLÊN : Stakeholder Group and Campaign Background

There are UNESCO Cities of Literature in both England and Scotland, but none in Wales. Aberystwyth quite rightly claims that it is Wales' capital of literature. The aim of Ymgyrch Dinas Llên (City of Literature Campaign) is to make it possible for Wales to display its unique and rich literary and cultural heritage under UNESCO's prestigious banner, and in so doing gain an important international seal of approval that will link the area with UNESCO's significant network of Creative Cities. No other town in Wales could make this claim. It is Aberystwyth and Ceredigion's privilege – and responsibility – to shine a light on the region and Wales' rich literary traditions.

Ymgyrch Dinas Llên is a collaboration between many local organisations, some of which have national and international roles: Wales Books Council, Aberystwyth University, Aberystwyth Town Council, Ceredigion County Council, the National Library of Wales, The University of Wales Centre for Advanced Welsh and Celtic Studies (including Wales Literature Exchange, Literature Across Frontiers and the University of Wales Trinity Saint David). A feasibility study carried out by Savills with funding from Ceredigion County Council demonstrated that this campaign has significant potential. The funding for the post advertised has been secured through an ARFOR grant with generous match-funding from the Stakeholder Group membership.

MAIN RESPONSIBILITIES OF THE POST

- 1) Work with the Stakeholder Group to develop, fine-tune, disseminate and communicate the Ymgyrch Dinas Llên themes.
- 2) Collate evidence from the region about the following:
 - The quality, quantity and diversity of the literary publishing field
 - The quality and quantity of educational programmes focusing on literature (local, national, international) at primary, secondary and further education level
 - The importance of literature, drama and/or poetry
 - The events and literature festivals held which promote the literature of Wales and International literature in Wales
 - The existence of libraries, bookshops and public or private cultural centres that preserve, promote and disseminate Welsh and International literature
 - The participation of the publishing sector in terms of promoting original literature and also in terms of translating literary works from various languages and from abroad
 - Active involvement of traditional and new media in promoting literature and strengthening the market for literary products
- 3) Collate evidence from the region from the past 3–5 years of initiatives that have:
 - Promoted wider participation in activities in the field of literature, especially those aimed at disadvantaged or vulnerable social groups (maximum 3 projects)

- Helped create and/or strengthen collaborative links between different groups of people and organisations, including writers, the voluntary sector, the private sector, civil society, academia and/or other relevant stakeholders (maximum 3)
 - Improved the status of writers and professionals who support creative work in the field of literature
 - Supported and improved local cultural industries, specifically in the field of literature
 - Made links with literary and creative cities from different countries
 - Supported and created links, directly or indirectly, with at least one of the other creative fields in the UNESCO Creative Cities Network
 - Supported and created international literary links
- 4) Demonstrate Ymgyrch Dinas Llên's relationship with the 17 UN sustainable development goals
 - 5) Demonstrate Ymgyrch Dinas Llên's relationship with the 7 Well-being of Future Generations Goals
 - 6) Design, in partnership with the Stakeholders, a four-year plan that shows how the Ymgyrch Dinas Llên themes will be developed
 - 7) Submit the above information in an application to UNESCO Creative Cities Network committee promptly in 2025.

KNOWLEDGE AND SKILLS REQUIRED FOR THE POST

- Excellent understanding of the literary context of Aberystwyth, Ceredigion and Wales
- Keen interest in all types of literature
- Experience of drawing up and submitting funding applications promptly and successfully
- Experience of successful team work with groups that cover professional and community circles
- Strong interpersonal skills and the ability to communicate clearly and constructively with a diverse range of stakeholder
- Technical skills and knowledge that are relevant to the post (e.g. to disseminate messages on social media platforms and update the website)
- The ability to work under pressure and to a tight schedule

Note that the ability to work through the medium of Welsh and English is essential:

- The ability to read and speak confidently in both languages will be required
- As the application will need to be submitted to UNESCO in English, excellent English writing skills will be required
- Support is available to help develop written Welsh-language skills.

CONTACTS AND COMMUNICATION

Internal	Nature of contact
Chief Executive	Discuss administrative matters, e.g. hours, timescales, invoices etc. Ensure that the ARFOR requirements are met.

Chief Executive's personal Secretary, Governance Officer and Ymgyrch Dinas Llên Meetings Co-ordinator	Admin Organisation
The Books Council's Management Team / Board of Trustees	Reporting to the Board and the Management Team as required.

External	Nature of contact
Ymgyrch Dinas Llên Stakeholder group, including officers and elected members of the Town Council and Ceredigion County Council	Contact, discuss and maintain a constructive professional relationship with the group. Report on application progress. Report on how the work meets the requirements of the post-holder's funding package. Offer recommendations including identifying possible funding sources. Identify any weaknesses where intervention would be beneficial.
Local, regional and national writers	Contact, discuss and maintain a constructive professional relationship with this group, promoting among them interest in the Campaign.
Local and regional publishers	Contact, discuss and maintain a constructive professional relationship with this group, promoting among them interest in the Campaign.
Community and voluntary groups	Contact, discuss and maintain a constructive professional relationship with this group, promoting among them interest in the Campaign.
Relevant officers in national bodies including Literature Wales and Welsh Government	Contact, discuss and maintain a constructive professional relationship with this group, promoting among them interest in the Campaign.

RESPONSIBILITIES

<u>For targets:</u>	Submit a completed application to the UNESCO Creative Cities' Committee on behalf of the Ymgyrch Dinas Llên Stakeholder Group. Please note that the exact deadline for this submission is not yet known. It will be sometime during Spring 2025. (A draft application will need to be completed by January 2025).
<u>For people:</u>	No
<u>For budget:</u>	Responsible for expenditure of budget related to UNESCO bid
<u>For stock/equipment:</u>	No

DECISION-MAKING / PROBLEM-SOLVING / AUTONOMY

The post-holder will be expected to take decisions on ways of prioritising work and solving problems on a day-to-day basis whilst responding to unexpected changes in an imaginative and flexible way.

The post-holder will be expected to be proactive and willing to intervene in order to offer strategic guidance to the Ymgyrch Dinas Llên Stakeholder Group and to find ways of promoting, developing and submitting the project application.

MAKING AN APPLICATION

To apply, please send a CV with a covering letter outlining your suitability for the post. Your CV should include the names and addresses of two referees whom we may contact for further details. If the candidate is currently employed, the current employer should be one of the referees.

The closing date for receiving applications is **midday, Monday, 22 January 2024**, and they should be sent to:

Menai Ll. Williams, Books Council of Wales, Castell Brychan, Aberystwyth, Ceredigion
SY23 2JB. T: (01970) 629541, or electronically to menai.williams@books.wales

Interviews will be held in Aberystwyth on 26 January 2024.

January 2024