The posters above were created by some of the talented teams from previous years.

Thank you creators! <3
Dear Future Festival Manager,

Thank you for applying to become a Festival Manager. By applying to be one of our Festival Managers you are prepared to do something incredible in 2020. Before you apply there are a few things you need to know, and a few questions you may have. This guide includes information on what the role entails, what will be expected from you, and what it’s all for.

Once you’ve read this pack and filled in your Application Form, send your Application Form back to us to finish applying. You can send it via email to oxjamapplications@oxfam.org.uk or you can post your application to this address: ‘Christopher Babb, Oxjam, Oxfam House, John Smith Drive, Oxford, OX4 2JY’. However your application gets here just make sure it’s here by midnight on Tuesday the 31st of March.

If you have any questions and would like to get in touch please email oxjam@oxfam.org.uk or call 0300 200 1300. Alternatively have a browse on the Oxjam Website, there’s loads of helpful information including a FAQs page.

Happy reading, we can’t wait to receive your application!

Best Wishes

The Community Engagement Team

X
Oxjam is a festival like no other. Giving priority to independent music venues, supporting grassroots talent, and raising the money needed to change lives worldwide.

This month-long celebration of music is made up of dozens of multi-venue music festivals taking place across the UK in October, run entirely by teams of dedicated volunteers and headed up by an inspiring Festival Manager (that’s where you come in).

The Festivals are all about providing a platform up and coming musical talent and supporting your favourite local venues. we want you to not just have a positive impact in the money you raise, but in how you work alongside your community.

Oxjam started in 2006 with the aim of creating a network of music-loving people across the UK, all united by a shared goal – to raise money to fight poverty and suffering around the world.

Far from your ordinary music festival, Oxjam is run entirely by volunteers and all money raised goes to Oxfam, supporting projects around the world to tackle poverty and inequality.

Since inception Oxjam has gained a reputation for supporting unsigned artists and helping to break up-and-coming bands. The likes of Foals, Young Fathers, Everything Everything, The Sherlocks and Declan McKenna have all played Oxjams, while Metronomy, Anie Mac, Mr Jukes and Fatboy Slim have all lent their support to this unique music festival.

We are signed up to the Keychange pledge seeking to maintain a 50:50 gender balance amongst our Festival Managers.

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Oxjam is a brilliant platform to promote local, grassroots music. It’s also an opportunity to really promote diversity in an industry that is extremely one sided. It was hugely important for me to be able to create a line-up that promoted gender diversity, as its hugely lacking across the music industry. I’m a firm believer that change can be achieved from the bottom up, so grassroots music is the perfect place to do that.’

- Becca Vafeas, Festival Manager for Oxjam Manchester

Forget muddy fields and overpriced lager. Forget being ripped off by ticket agents. Forget your favourite local bands and unsigned artists being overlooked.

This is Oxjam, a truly unique and DIY grassroots movement. And we’d like you to join the team.
As a Festival Manager you will run your own multi-venue music event in your town or city in October. By doing so you will join a network of Festival Managers across the UK and be responsible, collectively, for the success of Oxjam20.

Although the festival takes place in October, work begins once applicants have been appointed in April. The first task is to recruit a team, including a Marketing, Fundraising, Volunteer and Production Coordinator, and once these are in place, your planning begins. As Oxjam is primarily a fundraising event, Managers and their teams are encouraged to organise pre-festival fundraising events and activities during the summer to raise extra cash, increase awareness of their upcoming festival, and in some instances, cover costs.

To help you on your way, you’ll be invited to training events, including a Regional Induction in April and main Oxjam gathering in June. To host a successful event, you’ll need to get a head start by booking the bands and venues early and starting to use tools like social media to generate interest.

When it comes to booking your venues, we recommend that new Festival Managers aim for between 3- 5 venues (no more!). Whilst you may have dreams of conquering every bar and community space in the city with your Oxjam, its best to start small.

We’ll be honest, it’s a full-on commitment, but you won’t be doing it alone. The Community Engagement team are here to help you - providing training, advice, and support along the way. You’ll also have your fellow Festival Team members. Once they’re assembled everything you’ll have taken a huge leap towards your vision becoming a reality. Pulling off an Oxjam Festival isn’t easy work, but that’s why we make sure you have plenty of talented people around to help. There are no limits to how many coordinators or volunteers on the day you can have – you can even apply to be a Festival Manager with a friend.

“...In Salisbury we were a team of two managers, though we had many volunteers willing to help out here and there. As a team of two we both had to learn how to do all aspects of the festival, but the most important lesson we learnt was that just because you can do something doesn’t mean you should be the one to do it. What I mean by this is that delegation and prioritisation are two crucial skills which Oxjam helped me develop, when there’s so much to do being able to remain calm and recognise where your skills are required most, and how to manage a team and ensure their skills are being put to best use proved to be vital and really helped us to keep everything on track.’

- Torin Johansen, Festival Manager for Oxjam Salisbury

SUMMED UP IN 5 . . .

1. Planning and delivering a multi-venue music festival to take place in October 2020.
2. Organising lead-up events between April and October to raise the profile of your Festival.
3. Recruiting and managing a team of volunteers who share your vision.
4. Being part of a network of Oxjam Festival Managers across the country.
5. Raising money for Oxfam’s work globally.

“You deal with such an array of different scenarios you’re always learning and developing skills. I could list all the usual suspects – project management, event planning and team communication. More importantly though you fast get used to putting yourself out there and selling your vision to people. That’s something you’ll really find useful wherever you go after this. Don’t worry about not having all the skills, honestly identify what you can bring to the table then you can find others to help fill in the blanks.’

- Michael Gee, Festival Manager for Oxjam Sowerby Bridge
FESTIVAL MANAGER TIMELINE

MARCH/EARLY APRIL
- Keep an eye on your inbox for an email inviting you to interview.

APRIL/MAY
- Attend your induction with your Community Engagement Manager and your region’s fellow Festival Managers.
- Has there been an Oxjam Festival in your town before? Meet up with the previous Festival Manager for a handover for existing contacts and established social media pages.
- Try to get a few £s in the bank by organising a simple early fundraiser – this will really help you cover any potential expenses later.
- Recruit a core team of volunteers including a Fundraising Coordinator, Production Coordinator and Marketing Coordinator.
- Get your venues and bands booked.
- Decide on your festival logo and brand. Start to utilise Social Media.
- Decide how you are going to maximise takings and plan further fundraising events.
- Try to get a few £s in the bank by organising a simple early fundraiser – this will really help you cover any potential expenses later.

JUNE/JULY
- Start to recruit volunteers to help on the day.
- Host one fundraising event/activity during June/July. Decide how you are going to maximise takings and plan further fundraising events before October.
- Gathering for Festival Managers and core team members.

AUGUST
- Sign off press releases and promotional materials and approach papers, blogs, sites and influencers to gain media coverage.
- Make sure your Production Coordinator has signed contracts with all venues and has checked that they will all be covered by the necessary licenses and insurance.
- Devise ticketing strategy and begin advance sales

SEPTEMBER
- Total up final warm-up fundraising. If necessary, use some of this to cover costs that will help maximise income generated at the festival.
- Work with your Marketing Coordinator to make sure event promotions are in full swing, and with your Production Coordinator to ensure that all event logistics are confirmed.
- Devise plan to maximise both takings on Festival day and engagement with Oxfam and its work.

OCTOBER
- Oxjam! Lots of last-minute preparations and promotions, then the big day. Along with your Production Coordinator, you’ll be in overall charge of the event. This is what it’s all about.

NOVEMBER
- Pay in money to Oxfam, pass on knowledge for future teams in your wash up, and celebrate with your team and bask in the glory of your achievement.
ROLE DESCRIPTION

RECRUITMENT: You’ll be responsible for recruiting a core team of volunteers who will help co-ordinate your festival, with some support from Oxfam.

FUNDRAISING: Backed by professional advice and materials, your team will organise a series of fundraisers in the build up to your festival. This will grow your budget and customer base so by the time October rolls around you’re primed for Oxjam success!

PROJECT MANAGEMENT: You are responsible for organising your festival, meeting targets and ensuring everything’s delivered on time.

BUDGET MANAGEMENT: You’ll carefully manage a budget and then promptly pay in your fundraising.

TEAM MANAGEMENT: Perhaps the most important responsibility you’ll have, being able to get the most out of your team will be fundamental to your success as a Festival Manager. Effective delegation, communication and mentoring skills are key.

MARKETING: Sell lots of tickets and pack your venues!

SAFETY: You are to ensure all volunteers and events are safe throughout.

DATA MANAGEMENT: You will keep contact lists, team details and references safe and secure.

COMMUNICATION: You will be in regular contact with us throughout the Oxjam cycle.

A VISION: you’re passionate about grassroots music and have a strong knowledge your local scene, you know how a multi-venue festival like Oxjam would work in your community.

LEADERSHIP ABILITY: you’re a good listener who knows how to inspire and set direction whilst taking on feedback. It’s all about how you manage your team – so again, effective delegation, communication and mentoring skills are key.

CREATIVITY AND PRO-ACTIVITY: for your Oxjam to be a success you’ll need innovative ideas and the discipline to follow through with them. What venues could you approach? How will you recruit performers? How will you fundraise in the build up to your Oxjam?

ORGANISATION: to be the best Festival Manager you can be you’ll need a certain level of organisation. Keeping tabs on the development of your team members’ projects and ensuring everything’s on schedule require an ordered approach.

A DESIRE TO BEAT POVERTY: poverty strips people of their freedom, their dignity and often their lives. Oxfam won’t live with poverty and we want you to help us beat it. You can read more about this on the next page.

EXPERIENCE: experience with your local music scene, leading a team or in events management are not fundamental to becoming a Festival Manager – but they may come in handy.

HANDY THINGS TO HAVE ...
One of the biggest factors in making your Oxjam a success is the Core Team that you’ll have around you. Because of this we’d like you to have a think in your application about how you would go about recruiting your Core Team. Are there any people who you know who’d volunteer in the roles below? Any local channels or places that you think would be good to look for people through?

Below are the summaries of the volunteers it will help you to recruit:

**FUNDRAISING COORDINATOR**

Your Fundraising Coordinator will be instrumental in making sure your festival hits its targets and raises as much money as possible to beat poverty. They’ll work alongside you to devise a Fundraising strategy, planning fundraising events that get money in the bank early and raise awareness of your Oxjam Festival to come. You’ll want them to:

- Organise with the team around three fundraising activities to take place before October.
- Devise and implement an on the day fundraising strategy to maximise financial return.
- Keep costs for the festival down by ensuring your team adhere to the principles of fundraising and to the expenses policy.
- Be in regular contact with you and the rest of your core team.

**MARKETING COORDINATOR**

Your Marketing Coordinator’s role is to drive awareness and interest in your festival and the warm-up fundraising events, and to convert this into ticket sales and footfall. In short, your marketing strategy will help pack out your venues and ensure everyone is talking about your Oxjam for years to come. Here are the key responsibilities for a MC:

- Set up and manage all social media pages.
- Design and distribute physical festival materials e.g. posters and flyers.
- Contact local media, write and distribute press releases, arrange interviews, reviews and publicity.
- Ensure bands, venues and volunteers are promoting the event to their audiences.
- Devise and implement detailed ticketing strategy.
- Responsibly handling all volunteer and customer data in line with GDPR Regulations.
- Be in regular contact with you and the rest of your core team.

**PRODUCTION COORDINATOR**

Your Production Coordinator will need excellent planning skills, the ability to multi-task, manage a team, and a fair amount of role specific knowledge - i.e. some technical knowledge, preferably including experience of working with sound equipment, and some experience of working with venues and bands. Here are the key responsibilities for a PC:

- Overall responsibility for the logistics of the festival.
- Booking the venues and artists alongside the Festival Manager.
- Recruiting and managing volunteer coordinators for each venue to liaise with artists, oversee tech specs and stage manage on the day.
- Ensuring relevant legislation is adhered to, including insurance, licensing and health and safety.
- Being in regular contact with your Festival Manager and core team.

**VOLUNTEERING COORDINATOR**

To make your Oxjam a success you’ll need as many helping hands as possible. As well as your core team of volunteers, you may want volunteers to help with your pre-festival fundraisers or to make your multi-venue mission run smoothly on the day. Here are the key responsibilities for a VC:

- Recruiting and managing short-term volunteers, volunteers for fundraisers, and for the night of the Festival.
- Manages advertising volunteer roles on local media, social media and other outlets.
- Manages potential interviewing of volunteers.
- Organises volunteer rota, keeping track of how many extra volunteers are needed when and where.
Oxfam is a global movement of millions of people who share the belief that, in a world rich in resources, poverty isn’t inevitable. In just 15 years, extreme poverty has been halved. 15 more years and we can end it for good. We will always act, we will speak out, and we won’t live with poverty.

There are five fundamental beliefs that underpin all our work:

**CAMPAIGNING FOR CHANGE**

Poverty isn’t just about a lack of resources. In a wealthy yet increasingly unequal world, it’s about damaging decisions made by powerful people. Oxfam provides a platform for the world’s poorest, putting pressure on leaders for lasting change.

**DEVELOPMENT WORK**

This is all about helping people living in poverty work towards self-sufficiency. We fund long term projects that train people to run their own businesses, provide lasting sources of clean water, and empower women to make changes in their community.

**EMERGENCY RESPONSE**

People need help in an emergency – fast. We save lives, swiftly delivering aid, support and protection, and we stick around afterwards to help people prepare for future crises.

Don’t worry – we don’t expect you to memorise this! But we do want you to feel inspired by what you’re raising money for, and to be confident in telling other people about it.
The money you raise will change the lives of people all over the world, but donating money isn’t the only way to create change. You can also use your voice to raise awareness of the injustices that cause poverty, stamping it out at its root.

Putting on an event like Oxjam, you’ll have the opportunity to spread awareness of the issues surrounding poverty and push tangible actions that propel important campaigns.

Your Oxjam will have a voice and here are some ways we would like you to consider using it.

INVITE AN OX REP

Oxfam Representatives or (Ox Reps) are trained volunteer speakers who can come give a talk on several of the areas Oxfam work on at your event. From climate change to inequality, from women’s rights to fair trade, they give interesting TedTalk style speeches on loads of issues.

You could ask an Ox Rep to do talks in between sets, discussion groups, or longer hour talks. A previous Festival Manager has also remarked they found the Ox Rep that visited to be ‘brilliant and super pro-active’.

CONSIDER A CAMPAIGN ACTION

Oxfam’s campaigns create real change and have had some major successes in eradicating unfair laws and practices.

You can also read up more on Oxfam’s past campaigns here:

Keep an eye out for opportunities to bring alive our campaigning work at your event.
The Community Engagement Team will be the people who support you in putting on your Oxjam. More specifically, your Regional Community Engagement Manager will be the one giving you the advice and inspiration to make your Oxjam go brilliantly.

If you are still on the fence about applying, would like to find out more about the role, or just fancy a chat with your potential Oxjam advisor - then please get in touch!

The region covered by each Community Engagement Manager and their corresponding contact details are listed below.

Community Engagement Manager – North
Katie Hill
Email: Khill1@oxfam.org.uk
Phone: 07795 333091

Community Engagement Manager – Central
Leonie Hudson
Email: lhudson1@oxfam.org.uk
Phone: 07768 935221

Community Engagement Manager – South
Emily Parrott
Email: eparrott1@oxfam.org.uk
Phone: 07795 335 391

Community Engagement Managers – West
Katie Turton (Mon/Tues/Wed)
Email: kturton1@oxfam.org.uk
Phone: 07768 927824

Katie Edmondson (Wed/Thurs/Fri)
Email: kedmondson1@oxfam.org.uk
Phone: 07909 997735

On average in 2019, a new Festival Manager and their team raised enough money to buy...

100 solar lights that are used for anything from lighting a temporary shelter to providing safety to a woman at night, 80 bed nets that protect people from mosquitos and prevent the spread of Malaria, safe drinking water for 50 people in Ethiopia from a community water point, training for 10 survivors of sexual violence in Iraq to regain control of their lives and income with small business management, training for 5 Rwandan women to use ‘biodigesters’ that turn pig poo into household energy, AND 1 tent which can act as a shelter for people escaping conflict or natural disasters.

NEVER FORGET YOUR FUNDRAISING REALLY DOES CHANGE LIVES.
None of this happens without you and your crazy idea to go for it! We’ve all got our own ideas on how we can make Oxjam a success but it’s down to you to make yours happen. The sense of accomplishment from seeing your events come to life, with all your artists performing and your volunteers making your plan come together is amazing. You really will be working with people from all walks of life to achieve some real good for your local music scene, your community and the world. It’s not every day you get to say that!

– Michael Gee, Festival Manager for Sowerby Bridge

I think the best thing for me about being Festival Manager was the opportunity to work on something I really care about, whilst making a difference. Seeing months of planning come together and people enjoying themselves was hugely rewarding, especially when bands tell you afterwards how great the day was and they want to come back next year. It really gives you a sense of pride in what you’ve done. Plus, being able to send over a donation to Oxfam at the end of it just tops it all off.

– Becca Vafeas, Festival Manager for Oxjam Manchester

As an Oxjam Festival Manager you will learn a lot of skills, in areas you won’t even realise until the year is over. It’s a great way to get involved with your local music scene if that’s what you’re looking to do, and it’s a lot of fun, you will get to meet some great people and you get to do it all whilst raising money for a great cause! It will be tough at times – but it wouldn’t be so rewarding in the end if you didn’t have some challenges to overcome throughout the journey.

– Stephen Ferell, Festival Manager for Oxjam Newcastle

The whole experience is rewarding, but if I had to pick some examples then the skills you learn (both soft and knowledge) would be up there; also topping the list is the local connections you make. Oxjam is great for bringing people together, as a Festival Manager it brought me together with venue owners, musicians, photographers, media and all sorts of other local creative and community focused individuals, which is great personally, and this becomes even more rewarding when working with these people you can bring audiences together too.

– Torin Johansen, Festival Manager for Oxjam Salisbury