

Amanda Johnson

Cultural strategy & project leadership

Oxfordshire | Contract & permanent roles



Helping good people do good things.

I bring cultural ideas to life, connecting the vision, the people and the practical detail to make something that matters. A senior cultural operator, I combine creative judgement with hands-on leadership, holding the centre of complex projects and helping teams move from ambition to delivery.

WHAT I BRING

DIRECTION

Cultural strategy & creative development

Shape the idea, clarify its purpose and build a practical route forward.

DELIVERY

Project & programme leadership

Lead awards, campaigns, programmes and live moments from concept to completion.

CONNECTION

People, partnerships & shared purpose

Align talent, partners and teams; build trust and keep people moving together.

SELECTED EXPERIENCE

Nero Book Awards

Founding Director

Created and launched a new literary prize, bringing its vision, stakeholders and inaugural awards ceremony together.

Costa Book Awards

Director; previously Publicity Director

Led the awards following 14 years as Publicity Director, combining cultural judgement, profile-building and programme delivery.

Women’s Prize for Fiction

Publicity & Project Director

Long-standing leadership across publicity, projects and events, connecting books, authors and audiences.

LET’S TALK

Open to contract projects and permanent leadership roles across arts, culture, entertainment and purpose-led organisations.