Job Description:
Marketing Officer 2020

Contract

Fixed term, full time
Mon 2 Mar - Fri 25 Sept 2020

Salary

£22,500 pro rata + 5% pension contribution

Key dates

Citizen festival: 14 - 17 May 2020
Schools Programme booking opens: mid-April (date tbc)
August Programme launch: Thurs 11 Jun
Advance ticket sales: Fri 19 - Sun 21 Jun
Public ticket sales open: Sat 27 Jun
August Festival: Sat 15 - Mon 31 Aug
Schools Gala Day: Tue 1 Sept

A programme of events and activities takes place throughout the year; key dates are determined by our communities programme strategy and will vary each year.

Background

The Edinburgh International Book Festival is a world-leading celebration of books and ideas. We are a charity which champions freedom of expression and we are dedicated to bringing leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences through a diverse programme of public events.

In recent years, debate, discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style events and readings, and contributing to the Book Festival's reputation as a powerful forum for the public to exchange views with writers and experts on a wide range of issues: social, ethical and political as well as literary and cultural. At the heart of the Book Festival's activity is an integrated approach to creative learning and education with the aim of expanding participation in democratic

discussion, fostering a love of reading and developing engaged, knowledgeable audiences of all ages and backgrounds.

The first Edinburgh International Book Festival took place in Charlotte Square Gardens in 1983 with around 30 author events; now it stages over 900 each August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. The Book Festival takes place in a temporary, tented Festival Village, created and built each year in Charlotte Square Gardens and neighbouring George Street.

The Book Festival's children's programme offers a comprehensive series of author events, activities and workshops for audiences ranging from babies to young adults, attracting audiences of 20,000 each year. In addition, an extensive schools programme is created especially for primary and secondary pupils, attended by around 14,000 school children.

Through an award from players of People's Postcode Lottery, the Book Festival has expanded its activities to create a programme of live-literature events and mini-Festivals in communities around Scotland across the year.

The Edinburgh International Book Festival has an annual turnover of around £3.4 million. 15% of income comes from Creative Scotland, City of Edinburgh Council and the Scottish Government. The rest is raised from ticket sales and the sales of books through the Book Festival's highly successful independent bookshops and from corporate sponsorship, trusts, foundations and individual donations.

The Edinburgh International Book Festival is a founder member of Festivals Edinburgh, the organisation created by Edinburgh's 11 major Festivals to support joint strategic development and maintain the festivals' position as global leaders.

The team

The Book Festival has a permanent staff of 29 throughout the year, expanding rapidly over the summer to a peak of around 170 staff during the Festival itself.

All permanent staff are encouraged to play a role in the ongoing development of the organisation and are involved through a number of full-team planning and debrief meetings during the year. The heads of each department form the Senior Management Team.

The Marketing Officer is line-managed by the Head of Marketing & PR and will be required to work closely and collaboratively with other marketing and communications staff and to liaise regularly with the wider Book Festival team.

The Marketing and Communications team comprises: Head of Marketing & PR, Press Manager (Freelance), Marketing Manager, Marketing Officer, Audience Development Officer (part-time), Marketing Officer (Mar-Sept), Press Officer (May-Sept), Marketing & Press Assistant (Mar-Sept), Press Assistant (Aug).

The role

The Edinburgh International Book Festival is the world's most successful event of its kind. It enjoys a high degree of acclaim and has a large and loyal audience. The Marketing Officer will work on a variety of marketing and audience development campaigns to build on this success and will be expected to contribute ideas to planning as well as take sole responsibility for planning and delivering aspects of some projects and campaigns. This post has been created to augment the core marketing team during the busy Spring and Summer periods which include our Citizen festival in May in Musselburgh and North Edinburgh, the launch of the August Festival programme in June and the Festival itself in August. It is an ideal opportunity for anyone interested in further developing their career in arts marketing.

The Book Festival's marketing strategy aims to increase sales, develop existing and new audiences, enhance awareness of the Book Festival and its activities across all stakeholder groups, ensuring core messages are powerfully and consistently communicated. The Marketing Officer will play an important role in ensuring these aims are met.

This is a busy and stimulating role for a creative and motivated individual to contribute to the continuing growth of the Edinburgh International Book Festival. The Book Festival is a great place to meet interesting people and make friends and although it can be a demanding work environment it is also a sociable and supportive one.

Key duties and responsibilities

- **Promoting events:** Identify and exploit opportunities to reach different groups of audiences to increase ticket sales and visitor numbers across all events and programmes: schools, children's, adults, communities. Contribute ideas for marketing campaigns and take responsibility for planning and delivering aspects of the campaigns.

- **Branding:** Identify opportunities for increasing brand impact across printed and digital media. Ensure the brand is consistently communicated across all Book Festival and partner materials online and in print, internally and externally.

- **Social media:** Contribute to the research, planning and creation of interesting, relevant content across the Book Festival's social media channels to deepen engagement and reinforce brand values to meet audience development aims. Run targeted campaigns to promote individual events and programme strands. Help to organise and oversee the photography, filming and recording of events, interviews and vox pops for social content, gathering author and other permissions as needed.

- **Book Festival websites:** Work with other members of the marketing and communications team to regularly review and update the Book Festival's web content, including the communities blog and learning site. Contribute content ideas and, when required, take responsibility for creating the content, monitoring and reporting on functionality and metrics.

- **Online:** Ensure the Book Festival is featured as widely as possible across external directories, tourism sites, what's on listings and other websites, blogs and apps, exploiting opportunities to maximise visibility. Identify new avenues for exposure and produce appropriate material where needed.

- **Ebulletins:** Assist with researching and creating lively and informative content for the Book Festival's regular ebulletins. Help with customer sign-ups and queries and liaise with suitable external partners to obtain and offer incentives to increase subscriber numbers, improve customer engagement and drive traffic to the website.

- **Advertising:** Help co-ordinate advertising campaigns for our Citizen festival in May, working with designers to produce artwork for print and digital ads and large scale banners and posters, ensuring deadlines are met.

- **Festival event brochures:** Contribute to the production and distribution of the printed brochures for the schools, children's and adult programmes. Includes writing children's event copy, editing and proof reading other event copy, sourcing images and content, and exploring new distribution routes and partners to reach potential audiences.

- **Print production and distribution:** Manage the production and distribution of selected printed materials required by marketing plans such as leaflets, mini-brochures, posters, site branding and promotional give-aways. Includes gathering print quotes, creating a design brief, collating content, writing and proofing copy, sourcing images and liaising with designers and printers.

- **Launches, parties and set-up of events:** Take an active role in the set up and running of the Book Festival's programme launch in June, the opening night party in August, including greeting and looking after guests, and getting the Book Festival village ready for the public. This will require some physical duties such as helping to transport and install branding and signage, filling brochure racks, ensuring print is stored safely and public areas are set up and tidy.

- **Customer service:** Play a pro-active and visible role on site during the Festival in August, during the opening days of advance booking and public sales in June and at events at other times of the year, being on hand to assist customers and support temporary frontline staff if needed. Help to manage and respond to customer correspondence and feedback (email, social media and letter).

- **Mailing lists:** Help to compile and update mailing lists and assist with the general ongoing maintenance of the customer database (currently VIA) – including the mailing lists for alternative print formats such as Braille and audio, audience development campaigns and any promotional activities.

- **Other duties:** Support the Head of Marketing & PR and the Marketing Manager to deliver the marketing strategy for 2020 and ensure the marketing activity agreed for sponsors and supporters is efficiently carried out.

Person specification

This is a busy and creative post, requiring a high degree of organisation, flexibility and professionalism. The successful candidate will possess the following:

Knowledge and experience

- At least 2 years' experience of working in an event-based marketing role, planning campaigns and publicising activities to attract audiences
- Extensive computer literacy and the aptitude to quickly learn new software and techniques
- Using digital marketing to communicate with and engage audiences including content creation, advertising, social media, email campaigns
- Managing the design and production of printed materials
- Knowledge of contemporary literature and/or festivals, with experience of working in a live literature or arts organisation (desirable)

Skills

- A high level of literacy and articulation, with excellent communication skills both verbal and written
- Strong organisation, planning and prioritising skills, with the ability to work quickly and accurately
- Meticulous attention to detail and exemplary proofreading skills
- A flair for translating information into interesting, engaging copy and shaping it to suit a variety of audiences
- Demonstrable ability to deliver high quality work consistently
- The imagination to translate ideas into interesting and deliverable campaigns
- A good eye for design
- The capacity to solve problems quickly and creatively

Personal attributes

- Communicates honestly, openly and consistently
- Pays the utmost attention to detail but understands the bigger picture
- Plans ahead but will happily adapt and develop plans as new opportunities arise
- Remains motivated, pro-active and enthusiastic, even in the face of challenges
- Adopts a flexible, adaptable approach to tasks and relationships
- Is positive and resilient
- Has a commitment to equality, inclusivity and diversity

Terms and conditions

The post is based at 5 Charlotte Square, Edinburgh and at the Festival site in Charlotte Square Gardens during August. Normal hours of work are 9:30 - 5:30 Monday to Friday outwith Festival time, with additional hours required at peak times of year, such as in the lead-up to the brochure print deadline, the programme launch, sales opening and the start of the August Festival. During the Festival staff are expected to work 7 days a week. Time off in lieu will be given for weekend days worked outside normal working hours.

Permanent full-time staff receive 28 days of paid holiday per annum, consisting of an allowance of 22 days and 6 public holidays across Easter and New Year. There is a discretionary shutdown of the office over Christmas in addition to annual leave. Employees on fixed term contracts will receive the equivalent pro rata.

The salary for this position is £22,500 per annum. It will be paid on the 28th of each month in arrears by bank transfer. The Book Festival will pay a contribution of 5% of salary into our approved, auto-enrolment pension scheme and employees must make the minimum statutory contribution through payroll.

We are committed to making the Book Festival as accessible as possible to supporters, customers, participants and staff. If you have any specific access requirements or concerns, please let us know and we will do our best to meet your needs.

The Edinburgh International Book Festival is an equal opportunities employer, an Investor in People and a Real Living Wage employer.

How to apply

Please read the job description carefully and complete the online application using the links on our website: https://www.edbookfest.co.uk/about-us/jobs. Please ensure you upload a **copy of your current CV** and an **application letter.** Your letter should highlight your suitability for the post, why you wish to work at the Book Festival and detail any significant skills, experience or achievements. You may also include additional relevant information to support your application.

If the job description doesn't answer your questions, please contact Amanda Barry, Head of Marketing & PR amanda@edbookfest.co.uk or call Amanda on 0131 718 5636.

Closing date for applications: Thurs 30 Jan, 5pm
Interviews: w/c 10 Feb - exact dates tbc

Interviews will be held at the Book Festival offices at 5 Charlotte Square, Edinburgh EH2 4DR

The Edinburgh International Book Festival Ltd has its registered office at 5 Charlotte Square, EH2 4DR and is a company limited by guarantee (no SC 79939) with charitable status (SCO10120)