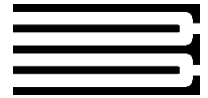




# **Brochure Co-ordinator Job Description**

# Job description: Brochure Co-ordinator



## Contract

Fixed-term, part-time (28 hours/week) contract, 24 March – 30 May 2025

## Fee

£4,500 for 36 days' work (7 hours/day, 4 days/week for 9 weeks).

## Key dates

Schools programme launch: 23 April

Public brochure print date: 19 May

Public programme launch: 10 June

Public on sale: 21 June

August Festival dates: 9-24 August

## Background

The Edinburgh International Book Festival is a world-leading cultural festival, with democracy, creativity and ideas exchange at its heart. We celebrate the power of words and writing in all of their dynamic and imaginative forms, bringing diverse perspectives together, and empowering our audiences to deepen their understanding of our ever-changing world.

Since 1983, we have welcomed hundreds of thousands of visitors to engage with the world's greatest and emerging writers, thinkers, artists, and performers. Each year, we programme innovative events that broaden the horizons and enrich the minds of our audiences, both in Edinburgh and online. These take the form of on-stage conversations, workshops, creative masterclasses, think tanks, and more, all informed by a culture of open dialogue, curiosity about the perspectives of others, and active embracing of new ideas and experiences. Over the last four decades, we have continually transformed our Festival model to reflect our rapidly evolving world, and ensure our ongoing relevance, with a programme which platforms the most interesting and inspiring publishing from around the world, and balances today's most challenging topics with exploration of how we can work together towards a brighter future.

A registered charity, we are run by a passionate team who believe in the power of words and ideas to ignite imaginations, foster human connection, and challenge the status quo – as well as offer solace, nurture wellbeing, and spread joy. Our Festival aims not just to open up conversations, but to broaden them too: existing as a space at the heart of civil society where nuanced discussion can happen and a spectrum of perspectives can be explored. We believe this role, supporting and influencing public conversation, is vital to society and to the Festival's future.

At the heart of our Festival is a commitment to accessibility, inclusivity, and the creation of a truly democratic environment for the exchange of ideas and collaborative thinking. We give a platform to voices who are often overlooked and aim to break down barriers to access for those who might not typically see themselves as a book festival audience. More than just a summer festival, we work year-round with partners in the local community – with schools, libraries, prisons, hospitals, and other community hubs – with the aim of developing engaged, knowledgeable audiences of all backgrounds and ages. The Festival also makes hundreds of events available to watch online via a Pay What You Can model, offering audiences who cannot attend in person the opportunity to take part, and making the Festival truly global in nature.

In 2024, our evolution saw the beginning of a new chapter under the leadership of Festival Director, Jenny Niven. It was also our first year presenting the Festival in our new home of the Edinburgh Futures Institute – a cutting-edge university building created from the stunning renovation of the city’s old Royal Infirmary and positioned at the heart of the city’s Festival environment. We are excited about the opportunities this offers us to collaborate with new partners and share innovations and a wide range of voices with our audiences, both now and far into the future.

## The team

The Book Festival has a permanent staff of 24 throughout the year, expanding over the spring and summer to a peak of around 150 staff during the Festival. All staff members play a role in the ongoing development of the organisation through several full team planning and debrief meetings during the year.

The Brand and Audiences team is made up of five permanent, full-time key roles: Brand & Audiences Director, Brand Manager (who will line manage this position), Digital Marketing Manager, Audience Services Manager, and Brand and Programme Officer. Over the course of the year, a number of other seasonal and freelance members of staff join the team to deliver specific projects, including a Marketing Assistant, Designer, Content Producer, and Publicist, some of which will interact with this role.

## The role

The role of Brochure Co-ordinator leads on the project management of the public Festival brochure, in collaboration with the Brand Manager and Brochure Artworker, as well as supporting with elements of the digital-only Schools brochure. The role is a key connector between the Programme, and Brand and Audiences departments, and the Brochure Artworker, ensuring that information appearing in the brochure design is correct, and appropriately filed, formatted, and supplied to artwork.

Key duties include:

- Act as key information point for the Brochure Artworker.
- Liaise with the Brand and Programme Officer, and Programme Manager to ensure that the programme database has the most up to date and accurate information for design and proofing purposes.

- Ensure all author, book, illustration, and quotes included in all brochures have appropriate permissions, adhere to the organisation's style guide, and have all credits applied.
- Alongside the Brand Manager, and Brand and Programme Officer, ensure that all copy goes through necessary approval processes, and lead on version control.
- Liaise with Development colleagues to ensure that all sponsorship credits and logos are correctly applied.
- Administer approvals processes to ensure all key stakeholders review and sign off content and design at appropriate stages, in advance of printer proofs.
- Lead on organisation of proofing, both with internal colleagues and an external proofreader.
- Support the Brochure Artworker, Design Agency, and Printing House to ensure best in class production and delivery.
- Alongside the Brand Manager and Digital Marketing Manager, manage event change processes to ensure that all changes are acknowledged, implemented, and adhere to deadlines.
- Support the Digital Marketing Manager, Marketing Assistant, and Brand and Programme Officer, with uploading event content to the website CMS in preparation for the public programme announcement.

## Person Specification

This is a busy position, which requires a high degree of organisation and exceptional attention to detail, professionalism, and flexibility. The role requires solid time management skills, an eye for design and the ability to organise a large volume of complex information, and stakeholder relationships.

The successful candidate will possess the following:

### Essential

- Outstanding organisation, time management, and multi-tasking skills
- Experience in organising large volumes of complex information, and administering version control
- Exceptional attention to detail
- Strong proofreading skills
- The ability to manage workload and meet deadlines under pressure
- A strong eye for audience friendly design
- The ability to build strong working relationships in a limited timeframe

### Desirable

- Experience in an events or arts-based marketing role
- Experience of working with designers, or a design agency
- An interest in literature and festivals
- An understanding of the principles of print production and print design
- Design experience with Adobe Creative Suite, or Canva
- Experience of writing marketing copy

## Personal attributes

- Is energetic, confident, determined, positive, and resilient
- Enthusiastic and curious, with bags of initiative and a flexible, can-do attitude
- Communicates honestly, openly, sensitively, and consistently
- Has a proactive and positive approach to work
- Remains calm, motivated, and enthusiastic, including the face of challenges and time pressures
- Is committed to equality, inclusivity, and diversity
- Confident in asking for assistance and support when necessary
- Able to work flexibly, independently, and collaboratively and as an effective team member
- Pays the utmost attention to detail but understands the bigger picture
- Values and respects input from colleagues, actively seeking feedback

## Staff wellbeing

The Book Festival has an open and active staff wellbeing culture and is committed to making everyone in our team feel safe, welcome, and included. An Employee Assistance Package is available which offers a variety of levels of counselling, one-to-one personal support and resilience tools, along with personal legal and financial advice and family support. Several of our team have chosen to be trained in First Aid for Mental Health and our Safer Spaces Policy actively promotes a culture where everyone's experience (staff, artists, partners and audiences) is valued, and no-one is made to feel unsafe or excluded. We continue to reflect and consult with our team.

## Terms and conditions

The post is based at our offices 121 George Street, Edinburgh and at the Festival site in Edinburgh Futures Institute during August.

Normal hours of work for this position are 9:30–5:30, four days a week (days to be confirmed with the successful candidate).

Flexible/hybrid working is welcomed – our team work from the office at least three days per week and are expected to discuss and agree their work patterns with their manager and team. Time off in lieu is given for days worked outside agreed working patterns, in line with the policy in the Staff Handbook.

As a Freelancer you will not be entitled to paid leave but can consult with your Line Manager for working and non-working days.

The fee for this position is £4,500 for 36 days' work (7 hours/day, 4 days/week for 9 weeks). The fee is exclusive of VAT. If you are VAT registered then VAT will be paid on receipt of a valid invoice. Payment will be made by bank transfer on a weekly basis.

As this is not an employment contract, you will be fully responsible for your own tax, including any National Insurance contributions arising from carrying out the role.

## Equal opportunities

The Edinburgh International Book Festival is an equal opportunities employer and a Real Living Wage employer. Our work is framed by a commitment to Equality, Diversity, and Inclusion.

The Book Festival is a working environment where everyone is treated fairly, and our differences are celebrated as strengths. We actively encourage applicants with diverse backgrounds and experiences to apply.

If you have any specific access requirements, please let us know and we will do our best to meet your needs.

## How to apply

Please 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 outline your suitability for the post and why you wish to work at the Book Festival. You may include any other information to support your application.

**Closing date for applications: Sunday 23 February 2025, 5pm**

## Interviews

Interviews will be held on Thursday 27 and Friday 28 February at the Book Festival offices at 121 George Street, Edinburgh, EH2 4YN (for local candidates) or on Zoom if preferred.

*The Edinburgh International Book Festival Ltd has its registered office at 121 George St Edinburgh and is a company limited by guarantee (SC079939) with charitable status (SCO10120).*