



Campaigns and Content Manager Recruitment Pack

Campaigns and Content Manager: Job Description

Contract

21 hours/week (3 days/wk equivalent), 9 month fixed term (Jan-Sep)
We welcome proposals for flexible working arrangements.

Salary

£36,000 pro rata

Key dates

Schools Programme launch: April 2026

Front List launch and on sale: late April/early May 2026

Full Public Programme launch and on sale: mid-June 2026

2026 Festival: 15 – 30 August 2026

Background

The Edinburgh International Book Festival is a charity which exists to celebrate and share the power of writers, their ideas, and the words they craft to illuminate, challenge, and inspire.

Since 1983, we have welcomed millions of visitors into conversations with the world's greatest and most exciting emerging writers, thinkers, artists, and performers. Iconic figures such as Margaret Atwood, Alain de Botton, Oliver Burkeman, Noam Chomsky, Bernardine Evaristo, Seamus Heaney, Kazuo Ishiguro, R F Kuang, Toni Morrison, Maggie O'Farrell, Arundhati Roy, Salman Rushdie, and Benjamin Zephaniah have appeared on our stages over the years, alongside a wide range of debut and early career authors.

Across the hundreds of events in our Adults, Young Adults, Schools, and Children's programmes, the Book Festival offers audiences aged from 0 to 100 an active opportunity to engage with new and different perspectives on the world, create lasting memories through storytelling, fill their minds with fascinating knowledge, and discover the creative secrets of writers and artists.

We strive to be a safe and supported environment for people to have difficult discussions and lively debates in an atmosphere of curiosity and consideration, where different opinions can be respectfully shared. We are proud to platform voices and stories which are often overlooked, and are committed to breaking down barriers to access for those who may not initially consider themselves as a Book Festival audience.

Beyond August, the Book Festival is a year-round force for literary engagement. Working with partners in the local community – including schools, libraries, prisons, hospitals, and other community hubs – we foster a lifelong love of reading, embrace the life-changing potential of creativity, and develop engaged, informed audiences of all backgrounds and ages.

2025 was a bumper year for the Festival, with significant growth in site visits, ticket sales, and new audience members, all of which we aim to build upon in 2026, particularly through delivery of a new website and ticketing system, as well as grassroots audience development initiatives, and data-informed marketing campaigns.

The team

The Book Festival has a permanent staff of 25 throughout the year, expanding over the spring and summer to a peak of around 135 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 & Audience team is made up of five permanent, full-time key roles: Director of Brand & Audiences (who will line manage this position), Brand Manager, Digital Marketing Manager, and Brand & Programme Officer. Over the course of the year, a number of seasonal and freelance members of staff join the team to deliver specific projects.

The role

The role of Campaign and Content Manager will support the Brand and Audience team during a period of significant digital transformation, as the organisation migrates ticketing system and develops a new and future-proofed website. The role will manage and deliver a variety of brand and marketing projects, operate across a wide range of channels and assets, and be responsive to the organisation's different needs and focus throughout its yearly cycle.

Key duties will include leading on the development and delivery of the Festival's annual sales campaign, including targeted and grassroots audience development campaigns; the creation and production of a new suite of assets to support the aims of our Development team; management of signage and audience activation areas on the Festival site; and collaborating with colleagues to develop and deliver this year's programme content strategy. The role will also make significant contributions towards the production of the organisation's annual brochure, and website content.

Across all of these outcomes, the role will ensure that the Festival's brand is consistently understood and represented to a range of audiences and stakeholders.

Key Responsibilities

Campaign management and delivery

- In collaboration with the Festival's media agency Big Think, Director of Brand & Audiences, Brand Manager, and Digital Marketing Manager, plan and deliver a targeted and cost effective, multi-channel marketing campaign to support the Book Festival's sales and engagement targets, and audience development priorities
- Lead on the creative development and execution of the core Festival sales campaign, across all channels, and in collaboration with our media and creative agencies
- Support the Director of Brand & Audiences with the development of comprehensive eCRM campaigns to increase income and support audience development objectives
- Ensure that all brand and marketing activities are developed, produced, and implemented in line with the organisation's strategic vision, principles, and values
- Proactively ensure that brand and audiences are key considerations in cross-departmental decision making
- In collaboration with colleagues across the organisation, identify and explore potential income generation and audience development opportunities
- Project manage the production of all marketing campaign assets in collaboration with the Brand Manager and Digital Marketing Manager
- Support the Brand Manager and Brand and Programme Officer with the production of the Schools Brochure and associated marketing campaign

Content development and delivery

- Together with the Digital Marketing Manager, develop and deliver a year-round content strategy to build brand awareness, drive sales, and reach new audiences across all brand channels
- Collaborate with external production agencies and internal colleagues to plan and produce creative content for multi-channel use
- Independently create content for use on social media, in line with current learnings and using tools including Canva and Adobe Premiere Pro, or equivalents
- Work closely with the Development team to produce creative assets supporting membership and fundraising aims, including membership packs, donor acknowledgements, and key presentations and email templates
- Contribute copywriting to the Festival's website, annual brochure, and varied other customer communications
- Collaborate with the Development team on bespoke marketing and in-kind activity that supports sponsor benefits and objectives
- Proactively communicate and champion brand objectives, keeping colleagues up to date with the latest trends, data insights and industry thinking to ensure that brand and audiences are key considerations in cross-departmental decision making
- Collaborate with colleagues across the organisation to identify and explore potential income generation and audience development opportunities

- Alongside colleagues, ensure that the Festival website is functioning optimally, content is updated, and that new developments are delivered as needed

Site

- In partnership with the Audience Services Manager, ensure a strong on-site audience communications and signage plan
- Alongside the Brand Manager, co-lead project management and production of Festival on-site brand presence, area dressing, and signage, including installation, in collaboration with Site Manager, designers, and external production agencies

Audience management

- Collaborate with the Digital Marketing Manager to develop and deliver strategic and regular digital audience communications throughout the year
- Work with the Access Team to ensure clear and inclusive information is supplied to audience members with access requirements

Other

- Support the Director of Brand & Audiences in close budgetary control throughout the year
- Support with the organisation and management of events around Festival launch and opening
- Support colleagues with the delivery of Festival-related events and receptions
- Be an ambassador for the Festival at external events

Person Specification

This is a busy and creative position, requiring a combination of strong project management skills, sharp marketing and design instinct, strategic thinking, and a high degree of organisation, professionalism, and flexibility. The Festival operates in a sector which is constantly evolving, as are the channels through which our brand communicates, so a sense of active curiosity and appetite for innovation are essential.

The successful candidate will possess the following:

Knowledge and experience

- At least 5 years' experience in a marketing role
- Strong project management experience across a range of asset production, including print, digital, and experiential assets
- Strong copywriting experience across a range of copy and media formats
- Strong experience of working with freelance designers and design agencies

- The expertise to build and deliver successful integrated marketing campaigns to reach defined target groups using a range of content, methodologies, platforms, and tools
- Understanding of brand management and the role it plays in communications across organisational departments
- Experience of managing a range of internal and external stakeholders
- Event planning and management experience
- Knowledge of contemporary literature and festivals, with experience of working in a live literature or arts organisation (desirable)
- Experience of using audience and ticketing data insight to inform effective marketing campaign planning and asset design (desirable)

Skills

- Excellent communication skills, both verbal and written
- Strong strategic thinking, analytical skills, and decision-making
- Outstanding organisation, planning, prioritising, and multi-tasking skills
- The imagination to translate ideas into interesting and deliverable projects
- The ability to work quickly and accurately, delivering high quality work consistently
- The ability to work sensitively with individuals and groups, with the skills to build productive, long-term relationships
- The capacity to translate information into interesting, engaging copy and shaping it to suit a variety of audiences and platforms
- The ability to motivate others and inspire commitment to the Book Festival
- A strong eye for design and good proofreading skills

Personal attributes

- Displays strong creative thinking ability
- Is, confident, determined, curious, positive, and resilient
- Communicates honestly, openly, sensitively, and consistently
- Is committed to equality, inclusivity, and diversity
- Has a flexible, adaptable approach to tasks and relationships
- Enjoys task variety
- Balances big picture understanding with strong attention to detail
- Skilled at forward planning but adaptable as new and unexpected needs and opportunities arise
- Remains motivated, pro-active, and enthusiastic, even in the face of challenges
- 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 are 09:30–17:30, Monday to Friday outwith Festival time. Although this position is part-time, the ability to work paid additional hours during the Festival period would be preferred, though is not compulsory. Flexible/hybrid working is welcomed – our full-time 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.

Employees receive 34 days of paid holiday per annum pro rata including public holidays. Six days are used for the shutdown of the office over Christmas, as well as four of the public holidays - Christmas Day, Boxing Day, New Year's Day, 2 January.

The salary for this position will be £36,000 per annum, pro rata. The Book Festival will pay a contribution of 3% of salary into our approved, auto-enrolment pension scheme. Employees may make voluntary additional contributions through payroll.

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: edbookfest.co.uk/about-us/jobs.

Please ensure you upload a **copy of your current CV** and an **application letter**, along with answering our recruitment portal questions. 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: 17:00 on Thursday 27 November 2025

Interviews: will be held in central Edinburgh on Monday 8 and Tuesday 9 December, 2025. Remote interview requests will be considered.

If this job description doesn't answer your questions, please contact jobs@edbookfest.co.uk.