



Edinburgh
International
Book Festival



Brand Assistant Job Description

Job Description:

Brand Assistant

Contract

Fixed-term, full-time (35 hours/week) contract from 14 January – late December 2026 (end date to be discussed)

Salary

£23,000. Salary to raise in line with 2026 Real Living Wage rate (rate to be announced late October 2025)

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 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 & 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 Brochure Coordinator, Design Agency, Artworker, Content Producer, and Publicist, many of which will interact with this role.

The role

The role of Brand Assistant supports the Brand & Audiences team across several of its functions and operations, during both the preparation, live, and wash-up periods of the Festival. Its key areas of responsibility are:

Year-round

Programme preparation, brochure production and launch

- Supporting the sourcing, gathering, and collating assets from publicists and other sources, ensuring tidy file management and tracking outstanding assets
- Assisting in gathering research on invited authors, to inform briefs for external copywriters
- Support the upkeep of event information in our database system, which will include busy periods of data inputting

- Writing, proof-reading, and editing copy
- Proofing and reviewing design artwork
- Taking the lead on brochure distribution and mailings, researching new outlets, devising the distribution plan, tracking stock levels and managing the partner relationships
- Supporting the set-up and running of launch events and promotional stunts

Digital communications and content creation

- Support with populating, testing, and rollout of the new Book Festival website
- Creating content (copy, graphics, and videos), for social media platforms, websites, and blogs, including templated assets, bringing knowledge and recommendations of latest trends where appropriate
- Contribute to the timelining of content and communications, helping to ensure our communications mix is published on schedule
- Copywriting for marketing collateral including regular e-bulletins
- Contributing ideas to maximise ticket sales and expand audience development opportunities

General administration and team support

- Monitoring of social media channel feeds and inboxes
- Monitoring of email inboxes
- When required, support on the processing of invoices
- Any other duties, as reasonable needed

During the Festival

Digital communications and content creation

- Supporting colleagues in creating content based on agreed content plan and schedule, from planning to publishing
- Prepare daily event availability graphics and posts
- Assisting in the creation and distribution of e-bulletins and pre-show emails
- Monitoring social media channels and inboxes, raising issues and responding to enquiries in a brand consistent manner, alongside colleagues

Site signage

- Supporting with wayfinding and signage requirements, from artwork preparation to running out signage stands across site
- Leading on production of daily venue signage, liaising with the Front of House team

Site logistics and support

- Monitoring and maintaining brand presence and key touchpoints on site

- Ensuring that appropriate amounts of printed materials for on-site activities are available, placing top up orders if required
- Supporting the Publicist and other members of the press team throughout the Festival, such as responding to requests for author headshots
- Provide Marketing Team cover as required
- Assist with site breakdown and material logging

Person Specification

This is a busy and creative position, and 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 craft compelling content and copy across a range of channels. The environment is fast paced, so attention to detail and the ability to work quickly and independently are considered important. 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 enthusiasm to learn and develop skills are essential.

The successful candidate will possess the following:

Essential

- Experience in creating photo and video content for a range of social channels
- Experience in creating high quality written communications
- Experience in working events, or other public facing activity/projects
- Outstanding organisation, time management, and multi-tasking skills
- Strong attention to detail
- Strong proofreading skills
- The ability to manage workload and meet deadlines under pressure
- The ability to translate information into interesting, engaging copy and shaping it to suit a variety of audiences and platforms
- The ability to work with data sets or volumes of information
- Solid social media knowledge across all platforms
- Experience of using Canva and video editing platforms

Desirable

- Experience in an arts-based marketing role
- An interest in literature and festivals
- An understanding of the principles of marketing
- A flair for writing creatively
- A strong eye for audience friendly design

Personal Attributes

- Is energetic, confident, determined, positive, and resilient
- Enthusiastic and curious about marketing, with bags of initiative and a flexible, can-do attitude
- Communicates honestly, openly, sensitively, and consistently
- Has initiative, and can take charge of and own their workload
- Has a proactive and positive approach to work
- Enjoys task variety
- 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
- Remains motivated, pro-active, and enthusiastic, even in the face of challenges
- 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 are 09:30–17:30, Monday to Friday outwith Festival time (with one hour unpaid for lunch). Additional hours are required during the Festival itself, with some long days and working up to six days a week. There may be additional periods of longer working, including occasional weekend work, during key campaign phases and around launch dates. This time can be taken back as time-off-in-lieu.

Discussions around hybrid working are 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. During brochure production, launches and the Festival in August, full time office working may

be required. Time off in lieu is given for days worked outside agreed working patterns, in line with the policy in the Staff Handbook.

Full time Book Festival employees receive 34 days of paid holiday leave per year consisting of an allowance of 28 days with an additional 6 public holidays across Easter and New Year. Mandatory office shut downs will require the use of some annual leave. This will be discussed with the successful candidate.

The salary for this position will be £23,000, per annum. 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 featured on our website:
edbookfest.co.uk/about-us/jobs

Ensure you upload 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: 10:00 on Wednesday 5 November

Interviews to be held: Wednesday 12 – Friday 14 November, with the potential for second round interviews in w/c Monday 17 November. Interviews will be held at 121 George Street, EH2 4YN, or online.

If the job description doesn't answer your questions, please contact Catrina Ball, Brand Manager, who can be reached via: jobs@edbookfest.co.uk