



Events & Digital Marketing Officer Job Description

Events & Digital Marketing Officer

Contract

Part-time (21 hours per week), permanent

Salary

£27,200 - £31,900, pro-rata

Key dates

Schools Programme launch: April 2026

Public Programme launch: June 2026

Public Programme on sale: 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, Seamus Heaney, Kazuo Ishiguro, Toni Morrison, 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 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 Development team is made up of 7 roles: Development Director, Sponsorships & Partnerships Manager, Sponsorship & Partnerships Officer, Development Manager (Trusts & Foundations), Development Manager (Individual Giving), Events & Digital Marketing Officer, and Development Assistant.

The role

Purpose of Role

To support income generation and stakeholder engagement by delivering high-quality stewardship and engagements events, and by supporting digital marketing activity for the Development Team. The role combines hands-on event coordination with creative digital communications to strengthen relationships with supporters, members, sponsors and stakeholders, and to grow the Festival's supporter base.

Key areas of duties and responsibilities are:

Events & Stewardship

- Collaborate with Development Managers to plan and deliver a calendar of fundraising and stewardship events, including cultivation receptions, stewardship events and membership gatherings for all levels of supporters.
- Lead on planning and delivering programme launch events and Festival specific events (dinners, round tables, receptions), in close partnership with Executive and Brand & Audience colleagues.
- Liaise closely with colleagues across Development, Brand & Audience and Executive to ensure events are professionally delivered, on-brand and within budget.
- Manage all event logistics, including guest lists, invitations, and follow-up communications to ensure excellent supporter and guest experiences.
- Manage relationships with external suppliers and in-kind supporters.

- Capture and report event outcomes, feedback, and engagement data to inform future planning.

Digital Marketing & Communications

- Support the planning and delivery of acquisition, retention, renewal and upgrade campaigns for Development audiences.
- Work with the Brand & Audiences Team to align fundraising and membership campaigns with wider Festival communications.
- Contribute to the content generation and delivery of effective direct digital communications such as newsletters and e-bulletins, working closely with the Brand & Audiences team.
- In partnership with the Brand & Audiences team, brainstorm and develop engaging social media content that showcases supporter impact and promotes giving opportunities across all income streams.
- Ensure that all communications and content consistently align with organisational tone, brand and key messages.
- Monitor analytics to track reach, engagement, and conversions, using insights to refine activity.

Supporter Experience & Systems

- Update and maintain supporter information and communications preferences within the CRM system.
- Support the delivery of supporter communications around key periods such as Advance Booking, ensuring timely and accurate messaging.

Team Support & Collaboration

- When required, provide administrative and marketing support to the Development Team across campaigns, appeals, and donor recognition.
- Assist in the creation of marketing materials and event collateral.
- Contribute to cross-team collaboration to deliver an integrated supporter journey.
- Represent the Development Team at events and assist with sponsor and donor benefit delivery

Perform other related tasks as necessary to support development and organisation objectives that may be required from time to time

Person Specification

The successful candidate will possess the following:

- Ability to work independently within the role, under their own initiative and cooperatively as part of the Development team.
- Exceptional time management and organisational skills, with experience of managing multiple projects at any given time, prioritising and meeting agreed deadlines.
- Skilled at identifying, developing and maintaining internal and external working relationships at all levels.
- Experience in event planning and delivery, particularly receptions and small events.
- Strong digital marketing skills, including email and social media.
- Excellent attention to detail.
- Confident networking.
- Sound working knowledge of CRM databases, with experience of managing records and conducting reporting
- Excellent administration skills including solid knowledge of the Microsoft suite.
- General experience using digital communication tools such as website CMS and email platforms (training will be provided on the specific Book Festival platforms)
- Knowledge of relevant health & safety and risk assessment processes.
- Knowledge and demonstrable experience of adhering to data handling/ GDPR laws and codes of conduct.

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. 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.

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.

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. There is a two-week shutdown over Christmas which uses 4 of the 6 public holiday days, plus 6 days of annual leave allowance. An office closure over Easter uses the remaining 2 days of public holiday.

The salary for this position will be £27,200 - £31,900, pro-rata. The Book Festival will pay a contribution of 5% 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: Tuesday 13th January 2026 at 5pm

Interviews to be held: w/c 26th January at 121 George Street, Edinburgh EH2 4YN

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

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 (SC010120).