



Marketing Assistant Job Description

Job description: Marketing Assistant



Contract

Fixed-term, full-time (35 hours/week) contract, 10 March – 5 September 2025
(Start date open to negotiation with successful candidate)

Salary

£23,000 (pro rata)

Key dates

Schools programme launch: 23 April

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 23 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 Designer, Content Producer, and Publicist, many of which will interact with this role.

The role

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

Pre-Festival

Digital communications and content creation

- Creating content (copy, image and video), for social media platforms, websites, and blogs, and timelining content and messaging.
- Copywriting for marketing collateral including regular e-bulletins.
- Contributing ideas to maximise ticket sales and expand audience development opportunities.

Brochure publication and distribution

- Proof-reading and editing copy in the events database.
- Liaising with the Programme team and publishers to collate author and book images, book quotes, and illustrations for use in the brochures, supporting all steps in programme design and production.
- Compiling and updating brochure distribution lists, coordinating the distribution to outlets throughout the Festival period from launch to August, liaising regularly with our distribution company to ensure requests are dealt with and brochures get to their destination.
- Managing and recording returned brochures to the office.

Event organisation

- Assisting with the set-up and running of the programme launch events alongside Brand & Audience and Publicity colleagues.

During the Festival

Digital communications and content creation

- Supporting the freelance Content Producer and colleagues in creating content based on agreed content plan and schedule.
- Leading daily monitoring and logging of social media channels during August, raising issues and responding to enquiries alongside Brand Manager in a brand consistent manner.
- Assisting in the creation and distribution of e-bulletins and pre-show emails.

Site logistics

- Supporting the Brand Manager with wayfinding and signage requirements and changes throughout August.
- Ensuring that appropriate amounts of printed materials for on-site activities are available.
- Provide Marketing Team cover as required.

Press and media

- Supporting the Press Manager and other members of the press team throughout the Festival - the service point for all media on site at the Book Festival.

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 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 high quality verbal and written communications
- Experience in creating content for a range of social channels, photo and video
- 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
- A strong eye for audience friendly design
- The ability to translate information into interesting, engaging copy and shaping it to suit a variety of audiences and platforms
- Solid social media knowledge across all platforms

Desirable

- Experience in an events or arts-based marketing role
- An interest in literature and festivals
- An understanding of the principles of marketing
- A flair for writing creatively
- Basic Adobe Creative Suite skills

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 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 9:30–5:30, 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.

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.

Book Festival employees receive 34 days of paid holiday leave per year (note the days will be pro-rata), 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 6 days of the annual leave allowance.

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 £23,000, 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 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: Wednesday 15 February 2025, 5pm

Interviews

Interviews will be held on Friday 21 February and Monday 24 February 2025 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.

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