



Brochure Coordinator Job Description

Job description: Brochure Coordinator

Contract

Fixed-term, part-time contract: 28 hours/4 days per week in the period 23 March – 15 May 2026 (working days/pattern within this period to be mutually agreed).

Fee

£125/day. On the expected position length of 32 days (7 hours/day, 4 days/week for 8 weeks), total fee would be £4,000.

Key project dates

Data preparation: up to Wednesday 15 April

Design starts: Thursday 16 April

To print: Monday 18 May

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 six full-time key roles: Brand & Audiences Director, Brand Manager (who will manage this position), Digital Marketing Manager, Audience Services Manager, Brand & Programme Officer, and Brand Assistant. 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 Campaigns & Content Manager, Design Agency, Artworker, Content Producer, and Publicist, some of which will interact with this role.

The role

The role of Brochure Coordinator leads on the successful delivery 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.

- 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 and version control of proofing.
- 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 & 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
- Experience of working with designers, or a design agency
- 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
- 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 in 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.

Normal hours of work for this position are 9:30–5:30, four days a week.

Working days will be agreed with the successful candidate. We aim to be as flexible as possible, but the nature of the role and the collaboration required with the artwork and wider team requires the hours to be completed from our office.

As a fixed term freelance opportunity this role will not be entitled to paid leave but non-working days can be discussed and agreed with the Brand Manager.

The fee for this position is £4,000 if 32 days' work (7 hours/day, 4 days/week for 8 weeks) is completed. If the number of working days agreed is any lower, the fee will be based on a £125 day



rate. The fee is exclusive of VAT. If you are VAT registered than 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 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: 23:59 on Sunday 1 March

Interviews to be held: Thursday 5 and Friday 6 March, held at 121 George Street EH2 4YN, or online

If this job description doesn't answer your questions, please contact Catrina Ball, Brand Manager, 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 (SCO10120).