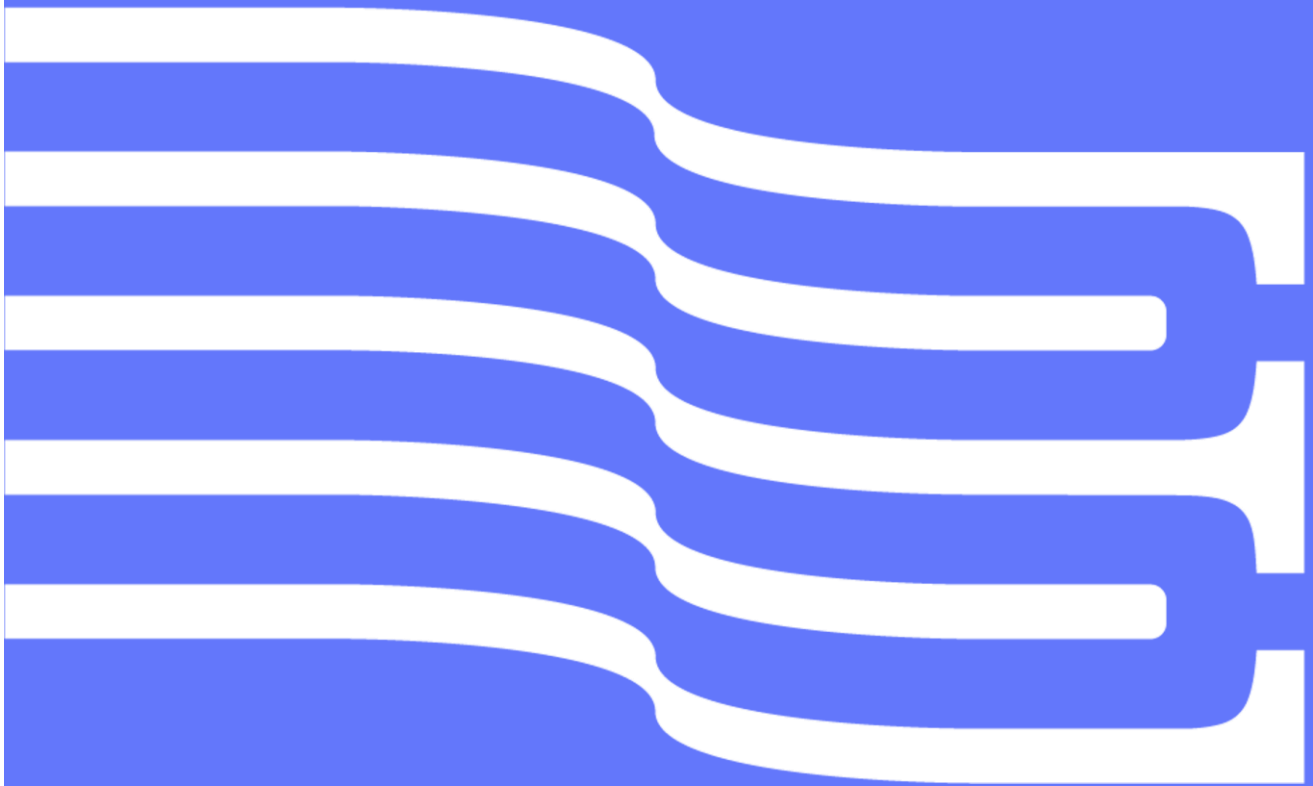




Edinburgh
International
Book Festival



**Marketing
Assistant**

Marketing Assistant: Job Description

Contract

Fixed-term, full-time contract, 12 February - 13 September 2024

Salary

£25,100, pro-rata

Key dates

Schools Programme launch: April 2024

August Programme launch: 4 June 2024

August Festival: 2024 Book Festival, 10 - 25 August; Schools Gala Day (date tbc)

A programme of events and activities takes place throughout the year; key dates are determined by our Communities Programme strategy and will vary each year.

Background

The Edinburgh International Book Festival brings leading and emerging Scottish, UK, and international authors and thinkers together to inspire each other and audiences through an extensive programme of public events, including conversation, interactive activities, and performance. The Book Festival takes place in person in Edinburgh but has a significant digital offering to reach authors and audiences around the world.

The Book Festival has a reputation as a powerful forum for the public to exchange views with writers and experts on a wide range of issues: social, ethical, and political as well as literary and cultural. At the heart of the Book Festival's activity is an integrated approach to creative learning and education, with the aim of expanding participation in democratic discussion, fostering a love of reading and developing engaged, knowledgeable audiences of all ages and backgrounds.

The Children's programme of author events, activities and workshops is produced for young audiences of all ages, from babies to teenagers. In addition, an extensive Schools' Programme

is created for primary and secondary pupils, as well as teachers, with thousands of school children attending each year. All tickets to schools' events are free, and each child goes home with a free book.

Through our Communities Programme we bring local people and organisations from across Scotland together with professional writers and artists to have big conversations, unearth new stories and provide a space for everyone's voice to be heard.

The team

The Book Festival has a permanent staff of 20 throughout the year, expanding over the spring and summer to a peak of around 150 staff during the Festival. All staff members are encouraged to play a role in the ongoing development of the organisation through several full-team planning and debrief meetings during the year. The heads of each department form the Senior Management Team.

The Marketing and Communications Team comprises: Marketing & Communications Director (currently recruiting), Digital Marketing Manager, Interim Marketing Manager, and Marketing Officer. The team is supported by our Press Manager and Press Officer (agency staff) and Brochure Production Assistant (March-May). We also employ a team of official Festival photographers and filmmakers during the August Festival. The Marketing Assistant will also have contact with our creative agency and freelance designers.

The Marketing Assistant is responsible for:

1. Assisting with a variety of tasks including creating content for social media platforms, websites, and blogs; some copy-writing for marketing collateral; and contributing ideas to maximize ticket sales.
2. Proof-reading and editing copy in the events database, for brochures, design proofs, and any other marketing materials.
3. 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.
4. Assisting with the set-up and running of the programme launch events on 4 and 6 June alongside Marketing and Press team members.

5. 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.
6. Managing and recording returned brochures to the office.

During the festival

7. Creating content during the Festival based on agreed content plan and schedule; responsibility for the daily monitoring of social media channels during August, responding to enquiries sensitivity to ensure tone of voice is on-brand, bringing contentious comments or questions to the attention of relevant staff for resolution. Creating a daily document of good/great comments to use in marketing materials in the future.
8. Assisting with the data entry of audience and author feedback post-festival and replying to customer correspondence - letters, emails and feedback forms.
9. 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

Essential

- Outstanding communication skills, written and oral
- Superb proofreading skills and the ability to edit/shape promotional copy
- The capacity to work quickly and efficiently with the utmost attention to detail
- Excellent administration, organisation, and computer skills
- An enthusiastic personality with bags of initiative and a flexible can-do attitude
- The ability to manage workload and meet deadlines under pressure
- Social media knowledge across all platforms

Desirable

- Some experience in an event-based PR and/or 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

- A commitment to equality, inclusivity, and diversity
 - A proactive and positive approach to work
 - The confidence to ask for assistance and support when necessary
 - Able to work flexibly, independently, and collaboratively and as an effective team member
 - The ability to communicate honestly, openly and consistently
 - Pays the utmost attention to detail but understands the bigger picture
-

Staff welfare

The Book Festival has developed an open and active staff welfare culture and is committed to making everyone 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. Members of staff have chosen to be trained in First Aid for Mental Health, ensuring awareness of staff well-being is embedded in our culture. We have Safer Spaces Policy, which actively promotes a culture where everyone's experience (staff, artists, associates and visitors) is valued and no-one is made to feel unsafe or excluded.

Terms and conditions

The Book Festival team work out of our offices at 121 George Street, Edinburgh. The 2024 festival will be held at the Edinburgh Futures Institute.

The Book Festival has a flexible working arrangement, allowing team members to work at the office (for a minimum three days a week) and at home. It is important that at least two of the Marketing Assistant's days in the office align with the rest of the Marketing Team.

Regular office hours are 9:30-17:30 Monday-Friday outwith of festival time, with additional hours required at peak times of the year.

During the Festival, staff are expected to work up to 6 days a week with increased hours, and Time Off In Lieu (TOIL) will be given for weekend days worked.

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.

Unless otherwise stated, all staff are subject to a three-month probationary period and performance review towards the end of their first Festival cycle.

The salary for this position will be £25,100 pro rata. It will be paid on the 28th of each month in arrears by bank transfer.

The Book Festival will pay a contribution of 5% of salary into our approved, auto-enrolment pension scheme and employees must make the minimum statutory contribution 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 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 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 read the job description carefully and 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 (no more than two pages) and an application letter outlining your suitability for the role and why you wish to work at the Book Festival. You may include any other information that supports your application, and we ask that you provide two recent professional references.

If the job description doesn't answer your questions, please contact Alison Higgins, Interim Marketing Manager, alison.higgins@edbookfest.co.uk

Closing date for applications: 15 December 2023, 12pm

Interviews: 8 January 2024

Interviews

Interviews will be held 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 (SC010120).