

## **Freelance Content Producer: Job Description**

**Working days/hours** 40 hours per week, with some weekend and limited evening working during the Festival period (10-25 August)

**Contract type** **Freelance** (29 July – 25 August)

**Contract fee** £3,000

### **Key dates**

10 Aug – Festival opening day

21 Aug – Teen takeover day

22 Aug – Schools gala day

25 Aug – Festival closing day

### **Background**

The Edinburgh International Book Festival is the world-leading festival of words, literature, and ideas.

We believe in the power of words and ideas to ignite imaginations, foster human connection, and challenge the status quo. Committed to innovation, inclusivity and accessibility, we platform 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.

Since 1983, we've welcomed hundreds of thousands of visitors to engage with the world's greatest and emerging writers, thinkers, artists, and performers. Each year, we programme hundreds of events that capture the hearts and minds of audiences, both in Edinburgh and online. Whether they take the form of on-stage conversations, workshops, creative masterclasses, think tanks, or more, they are all informed by a culture of open dialogue. Our programme is designed not just to spark new conversations amongst audiences, but to broaden them too: existing as a space where nuanced discussion happens, and ideas can settle.

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 – to foster a lifelong love of reading and develop engaged, knowledgeable audiences of all backgrounds and ages. We also stream hundreds of events online via a Pay What You Can model, offering audiences who cannot attend in person the opportunity to take part and experience the excitement of the Festival wherever and whenever suits them best.

### **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, Digital Marketing Manager, Interim Marketing Manager, Marketing Officer, and seasonal Marketing

Assistant. The team is supported by our Press Manager and Press Officer (agency staff). We also employ a team of official Festival photographers and filmmakers during the August Festival.

The Content Producer will support the Marketing team, in particular the Digital Marketing Manager and the Festival's content partners, FoSho Studios, to communicate the vibrancy of the Festival programme and on-site presence with social media audiences. Though there will be a significant pre-planned social media content schedule in place, the Content Producer will be a valuable additional 'roving eye' who can identify short-lead and spontaneous content capture opportunities, which can be turned around quickly to share with social media audiences, to raise awareness of the Festival and our wider activities, and bring users into the fun of the Festival site at the Edinburgh Futures Institute.

**The Content Producer is responsible for:**

1. Supporting the Marketing team and Festival content partners FoSho Studio on developing, capturing and delivering content for the Festival's social channels, aligned with the programme themes and events and within brand guidelines, with an emphasis on Instagram, Twitter and TikTok.
2. Creating content during the Festival based on both a pre-agreed content plan and schedule, and short-lead content capture opportunities.
3. Reformatting material created by FoSho Studio for optimisation across social media channels, and adding access features such as captions.
4. Conducting and capturing on site interviews with Festival participants and audiences, ensuring that all appropriate permissions are sought and recorded.
5. Measuring content engagement and advising the Marketing team and Festival content partners as to the most successful formats and types of content, and supporting the Marketing team on channel monitoring and community management.
6. Advising the Marketing team and Festival content partners on social media content best practice.
7. Supporting the Marketing team with the delivery of events, media engagements, and other related activities.
8. Following style guidelines and approval processes across all content production, curation and distribution
9. General administration, maintenance, distribution and archiving of media files

**Person specification**

**Essential**

- Experience in a social media content creation or production role, both creating original content and curating material from other parties
- Outstanding communication skills, written and face to face
- The capacity to work quickly and efficiently to a high quality, and with the utmost attention to detail
- Knowledge of current social media content best practice and techniques, including advanced knowledge of access features including alt text and captions
- Experience using either Android or iPhone to create high quality social content (photos and video)
- The ability to both produce original content and work with content produced by other parties which needs reformatting or otherwise editing before distribution
- The ability to gather and analyses engagement metrics to improve content performance
- Excellent administration, organisation and digital skills

- Strong problem solving skills
- An enthusiastic personality with bags of initiative, creativity and a flexible, can-do attitude
- The ability to manage workload and meet deadlines under pressure
- Knowledge of Adobe Creative Suite (Photoshop, InDesign, Premiere Pro), Mailchimp, Canva, and Vimeo

### **Desirable**

- A passion for stories, new cultural ideas, audience development, and culture in general
- Knowledge of the #booktok and #bookstagram communities

### **Personal attributes**

- Personable, warm, enthusiastic manner, which can embed quickly within a team
- A commitment to equality, inclusivity and diversity
- A proactive, creative and positive approach to work
- The confidence to ask for assistance and support when necessary
- Able to work flexibly, independently, and collaboratively as an effective team member
- The ability to communicate honestly, openly and consistently
- Pays the utmost attention to detail, but understands the bigger picture and wider aims of the organisation

### **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, where this role will be primarily based.

Regular office hours are 9:30-17:30 Monday-Friday outwith the Festival period (Sat 10 – Sun 25 August), when the Marketing team's time is arranged on a rota system, usually between 8.30am and 7.30pm, Monday - Sunday. Team members receive a guaranteed one day off per week during the Festival period.

The relationship between EIBF and yourself will be that of "independent contractor" which means that you are not an employee, worker, agent, or partner.

### **Assignment**

You may appoint one or more suitably qualified, experienced, and skilled persons to assist you with the provision of the agreed services, at any time, and at your sole discretion and expense. For the avoidance of doubt, you will be responsible for any and all management, contractual and legal matters relating to such persons.

### **Confidentiality**

You will not during the contract or at any time after its termination, use or disclose to anyone outside of the Book Festival staff any confidential information relating to the business, technical processes, designs, ticket sales or finances of the Book Festival. The term "Confidential Information" includes all non-public or business-related information, written or oral, disclosed or made available through any means of communication or observation.

### **Termination**

The Book Festival may immediately terminate this contract if it reasonably believes that you have failed, or are likely to fail, to deliver the agreed services in a timely manner and at an acceptable standard.

Either party may terminate this agreement immediately if the other party materially breaches the terms of this agreement. This agreement may be terminated by either party on giving 30 days written notice.

In the event of termination, the parties will negotiate in good faith an appropriate revised fee to cover any services provided up to the date of the termination, and taking into account the circumstances of the termination. You agree immediately to repay the Book Festival any fees already received in excess of the agreed revised amount.

### **Fee**

The fee for this position will be £3,000 excluding VAT. If you are VAT registered then VAT will be paid on receipt of a valid invoice

Fees will be paid within 7 days of submission of an invoice for £750.00 each of the weeks of the festival. Dated invoices should be submitted to [finance@edbookfeast.co.uk](mailto:finance@edbookfeast.co.uk) on 31<sup>st</sup> July, 7<sup>th</sup> August, 14<sup>th</sup> August, 21<sup>st</sup> August 2024. Please include bank details for payment and a unique invoice number for each invoice.

The Book Festival understands your rights under the Late Payment of Commercial Debts legislation and will be liable to pay statutory interest on any late payment.

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 Services.

### **Equal opportunities**

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 Michael McDonald, Digital Marketing Manager, [Michael.mcdonald@edbookfest.co.uk](mailto:Michael.mcdonald@edbookfest.co.uk)

**Closing date for applications:** Wed 10 July, 5PM

**Interviews:** Tue 16 July

The Edinburgh International Book Festival Ltd 2024. The Edinburgh International Book Festival has its registered office at 121 George Street, Edinburgh, EH2 4YN and is a company limited by guarantee (no SC 79939) with charitable status (SC 010120).