



Job Description:

Marketing & Communications Director

Salary

£50,000 to £55,000 per annum plus 5% pension contribution

Reporting to: Executive Director

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 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 Festival is an integrated approach to creative learning, with the aim of expanding participation in democratic discussion, fostering a love of reading and developing engaged audiences of all ages and backgrounds.

The Children's programme of 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.

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

In the summer 2023, a new Director, Jenny Niven, was appointed to lead the Book Festival and develop the vision which will drive the next phase of its development. In 2024 the Festival will move to a new home at the Edinburgh Futures Institute, a foundation for growth and innovation. The new venue offers the potential for multi-disciplinary

collaboration and placemaking, and building new experiences for writers, audiences and partners in the physical and digital space.

The new Marketing & Communications Director will be part of the leadership team who shapes, supports and drives the vision and strategy forward. They will find new and compelling ways to position, present and communicate the Book Festival's content and offer, telling the story to a wider audience.

A bold new strategy and programme will emphasise developing and diversifying audiences, growing a reputation for innovative community engagement and strengthening relationships with a broad community of readers and writers.

The role

This role is key to both shaping and delivering against the vision for the Book Festival. As a member of the leadership team for the Book Festival, this role will directly contribute to the creation of the vision and strategic direction. And as the leader of the Marketing and Communications team, the role will lead on the delivery of all the Book Festival's marketing and communications activities to showcase the Book Festival to the world and attract diverse participants and audiences from across the globe. This role will lead in-house permanent and temporary members team and external agencies and partners.

As the Book Festival continues to recover from the pandemic, the role will position the festival as a truly global festival, rooted in Edinburgh and Scotland. Working across the charity, the role will lead on the development and rollout of a variety of marketing and communications activities, tailored to a wide range of audiences - from the general public to authors, local communities and residents, stakeholders, sponsors and policymakers. This also includes PR and Media engagement with local, national and international print, broadcast and digital media partners.

This is a senior leadership role that both helps shape the strategy of the organisation *and* oversees and delivers activity that drives results. The remit of the team covers raising awareness of the Book Festival and its activities, expanding and diversifying audiences, deepening engagement and growing audience relationships, diversifying income streams and supporting fundraising activities. The role needs to constantly balance commercial, audience and artistic/ stakeholder needs, whilst keeping the organisation's charitable purpose at the fore.

The team

The permanent current in-house team consists of a Digital Marketing Manager and a Marketing Officer. It is anticipated that the new role will further shape what is required in the permanent team, and this will be built upon. The permanent team is also currently augmented with a Media Relations Manager role on a part time basis (fulfilled by an

external agency) and 2 temporary contracts for the peak season of a Marketing Assistant and a brochure production role.

Key duties and responsibilities

- Support the ongoing development and creation of the organisation vision, brand re-affirmation and strategic plan
- Actively contribute to decisions that will help in re-imagining the Festival at its new site and ongoing hybrid model
- Lead the development of a clear Marketing and Communications plan that supports the business plan, audience development and income goals
- Lead the development of our strategic communications, internally and externally for key media topics and news / coverage opportunities
- Oversee the redesign of our website and annual brochure
- Oversee and ensure the team is resourced to deliver all of the Marketing and Communications activity on the plan, including an annual theme, content planning and production, programme launch, on sale date(s) and campaign and media activity in all relevant channels to drive sales
- Develop clear metrics and measures to track progress and identify optimisation opportunities
- Lead the team in an open and collaborative way to support colleagues across the organisation in the communication of our brand, reputation and offering, from the general public, to authors, publicists, chairs to residents and communities, political stakeholders and policy makers, industry and supporters
- Work across the organisation and partners to identify new revenue opportunities and maximise income generation eg via own brand retail and merchandise, via potential content models and via pricing strategies
- Support the Development team with the activation of sponsors and partners to maximise investment and brand alignments
- Lead our programme of market research and data analysis to ensure we are constantly learning, seeking feedback and using data insights to continually refine our planning and to enhance our offering. Lead our existing annual activities but also identify new and valuable initiatives, along with industry benchmarking
- Work in a channel neutral and Paid, Owned and Earned way - using the right channel for the right objective and audience, but ensuring that digital is always at the heart of our approach
- Oversee the team to create a coherent wayfinding approach, design and installation for the new site to ensure strong branding and a clear 'customer journey'

Essential skills, knowledge and experience

- A commercial mindset - evidence of driving returns and decision making to create business sustainable outcomes
- A clear passion for the vision of the Book Festival and a creative affinity with the Cultural Sector, not necessarily direct professional experience

- Relevant experience in digital transformation work, including implementing new systems or re-platforming
- A digital first campaign track record, with demonstrable results in digital channels, whilst having broader experience across wider marketing channels
- Extensive experience in research and data insight gathering and analysis - adept at interpreting data and turning it into a planning 'so what'
- Experience in overseeing communications plans - proactive and reactive, including crisis management situations
- Leadership experience - both in terms of leading and supporting a small, high-performing team, but also in terms of being part of a strategic leadership team shaping the organisational strategies, beyond functional area of delivery
- A collaborative relationship manager, able to work with a range of partners (internal and external) to mutual benefit and in line with the values of the Book Festival
- A confident team leader, able to hold responsibility and strategic objectives alongside delivery in an often deadline driven environment. This could include budgeting, revenue management, cross team activation and partnership /contract negotiation.
- A supportive and nurturing leader, with strong experience in developing your team's potential and skills, confident to take risks and learn collaboratively and able to manage change and uncertainty for yourself and your team

Desirable knowledge and experience

- Demonstrable experience working at a similar level in a parallel event, business or organisation that has a comparable reputation nationally and internationally.
- A strong network of media contacts and existing relationships

Personal attributes

- A commitment to equality, inclusivity and diversity.
- A proactive and positive approach to work.
- 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.
- Promoting and adhering to our environmental policy and sustainability goals

Team wellbeing

The Book Festival has developed an open and active culture of wellbeing and is committed to making everyone feel safe, welcome and included. An Employee Assistance Package is available which offers counselling, one-to-one personal support and resilience tools, along

with personal legal and financial advice and family support. We have Mental Health First Aiders within our team, 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 is valued and no-one is made to feel unsafe or excluded.

Sustainability

We are committed to reducing our environmental impact, increasing our sustainability and creating a forum for discussion to bring environmental concerns and the climate crisis debate to a wider public. We are part of the Green Arts Initiative, a community of over 200 Scottish arts and cultural organisations working to improve their environmental performance, run by Creative Carbon Scotland and Festivals Edinburgh. We have our own Green Team - a cross-departmental team of staff who champion sustainability. The Green Team ensure that environmental matters are considered at every stage to help identify where changes can be made, however small, to reduce our impact.

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.

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 annual leave per year, consisting of an allowance of 28 days with an additional 6 public holidays. 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 £50,000-£55,000 per annum, dependent on experience. 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.

We are a Disability Confident Committed employer, and actively working towards Disability Confident status.

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 send your CV and cover letter to Scott Caithness at Denholm Associates
scott@denholmassociates.com

The closing date for applications is Monday 13 November at midnight.

Interviews

First stage interviews will take place on Wednesday 29 November, with second stage interviews the following week (date tbc).

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).