

Job Description: Digital Marketing Manager

Contract

Full-time, permanent

Salary

£30,000 - £34,000 + 5% pension contribution

Key Dates

Schools Programme launch: May (date tbc)

August Festival launch: end of June (date tbc)

August Festival: Sat 14 Aug - Mon 30 Aug

Schools Gala Day: Tue 31 Aug

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, a non-profit making organisation, is a distinctive international showcase celebrating the written word, literature and ideas. It brings leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences in an extensive programme of public events.

Discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style conversations and readings, and contributing to the Book Festival's 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 Book Festival's children's programme of author events, activities and workshops is produced for young audiences of all ages, from babies to teenagers, attracting family audiences of around 20,000 each year. In addition, an extensive schools programme is created for primary and secondary pupils, with around 14,000 school children attending each year. Following an award from players of People's Postcode Lottery, the Book Festival expanded its activities to deliver a wide-ranging community programme. A series of live-literature events, artists' residencies and mini-festivals is created year-round, taking the Book Festival on the road around the country to inspire and entertain people in many different communities, including Scottish prisons.

Since 1983, the Edinburgh International Book Festival has grown to stage over 900 events every August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. Up until 2020, the Book Festival took place in a specially built tented Festival village in Charlotte Square Gardens, in the heart of Edinburgh.

With the global pandemic the world changed. As a small agile festival operation, the Edinburgh International Book Festival responded swiftly to the changing environment by staging a fully digital Book Festival in August 2020. With little experience, the Festival team boldly embarked on creating a new interactive online environment, where authors came together in 147 live and pre-recorded events. Real-time chatrooms, live author Q&As and book signings created a lively online forum where people gathered, and authors interacted with their audiences. Most importantly, conversation and the exchange of ideas were able to continue. The new digital format was enthusiastically received, and many thousands of people tuned in and chatted with each other from countries across the world.

Building on the success of 2020's fully online Festival, 2021 opens up a new chapter: a long-term strategic partnership with the University of Edinburgh gives the Book Festival a new central location at the Edinburgh College of Art and presents the opportunity to reimagine an exciting hybrid Festival for the future. The range of distinctive indoor spaces and the grassy outdoor courtyard offers the Book Festival the facilities to build broadcasting studios for digital events and, if circumstances permit, a range of flexible spaces for audiences to enjoy live and screened events in-person. [See the latest news for the full story.](#)

Prior to the pandemic, the Edinburgh International Book Festival's annual turnover was around £4.2 million, with under 20% of the income coming from Creative Scotland and the City of Edinburgh Council to support core operations. The remainder was raised through ticket sales, the sales of books through the Book Festival's highly successful independent bookshops, corporate sponsorship, grants from trusts and foundations, and donations from individuals. Budgets for the newly restructured 2021 Edinburgh International Book Festival are in the process of being finalised however the Book Festival Charity will continue to raise its income from these same sources to maintain its long-held, robust financial position.

The Edinburgh International Book Festival is a founder member of Festivals Edinburgh, the organisation created by Edinburgh's 11 major Festivals to support joint strategic development and maintain the position of Edinburgh's festivals as global leaders.

The Team

2021 opens up a new chapter for the Book Festival and will bring changes, opportunities and challenges for our permanent team of 27 staff. A new central location at the Edinburgh College of Art allows us to reimagine an exciting hybrid Festival for the future. The range of distinctive indoor spaces and the grassy outdoor courtyard offers the facilities to build broadcasting studios for digital events and, if circumstances permit, a range of flexible spaces for audiences to enjoy live and screened events in-person. Additional staff will be employed on a temporary basis to help us deliver our vision and to ensure we are able to provide the welcoming and efficiently run environment for which the Book Festival is renowned.

All permanent staff are encouraged to play a role in the ongoing development of the organisation and are involved through a number of full-team planning and debrief meetings during the year. The strategic direction and management of the organisation is led by the Senior Management Team, made up of the heads of each department, the Executive Director and the Director.

Reporting to the Head of Marketing & PR, the Digital Marketing Manager will work collaboratively with the Marketing Manager, Press Manager, Marketing Officer and Audience Development Officer.

The Digital Marketing Manager will line-manage the Content Assistant, delegating tasks as required as well as taking the lead in forecasting, recruiting and managing any temporary Festival staff required to deliver digital campaigns.

The Marketing and Communications team comprises:

- Head of Marketing & PR
- Press Manager (freelance)
- Marketing Manager
- Digital Marketing Manager
- Marketing Officer
- Audience Development Officer (part-time)
- Content Assistant

The Role

The Edinburgh International Book Festival is one of the world's most successful events of its kind. It enjoys a high degree of acclaim and has a dedicated and loyal audience, attracting attenders and participants from across the world. Its reputation and reach generates high levels of financial support from a wide range of organisations and individuals.

The Book Festival's marketing strategy aims to increase sales, enhance the experience of existing audiences and deepen engagement, broaden reach to new audiences and increase awareness of the Book Festival and its activities across all stakeholder groups, ensuring core messages are powerfully and consistently communicated.

The Digital Marketing Manager will play an important role in ensuring these aims are met, building on successes and contributing ideas to strategic planning to deliver major elements of the August Festival campaign and the programme outside of August, which takes the Festival on the road to communities around Scotland.

This post offers the successful candidate plenty of opportunities to hone skills and rise to challenges in the field of arts and events marketing. It offers the autonomy to be creative with shaping campaigns, making decisions and trying out ideas to generate the desired outcomes. Collaborating across departments and communicating clearly and effectively with all members of the Book Festival team will be essential.

This is a stimulating and varied role for a creative, motivated and digital savvy individual to contribute to the transformation and continued growth of the Book Festival.

The Book Festival Online

Currently the Book Festival maintains 5 public websites: Press Gallery, Learning, On the Road, The Bookshop and the main Festival website which lists events and sells tickets, donations and memberships. Since 2020, the Festival website has become the stage for streaming events, both live and on-demand (currently via an embedded Vimeo-player). Social media accounts are Twitter, Facebook, YouTube, Instagram and Flickr. The Book Festival records live events and uses these to create a curated podcast series, available through the usual podcast platforms.

The main Festival website is controlled and updated through a comprehensive CMS. Much of the data flow is automated between the internal programme database (Access), the Box Office and CRM system (VIA) using a range of APIs to display author names, event details, images and user account information. Mailchimp is used for ebulletin campaigns and is integrated to the CMS.

Key Duties and Responsibilities

Strategy and planning

- Oversee the digital presence of the Edinburgh International Book Festival, ensuring its values are communicated clearly and consistently.
- Develop, manage and implement the digital elements of the marketing strategy, including the planning and delivery around individual events and projects.
- Ensure digital activity, including website development, social media and content planning is aligned with the Book Festival's Strategic and Business Plans and plays a tactical role in delivering the Book Festival's Marketing Strategy.
- Work with the Head of Marketing & PR to agree website development goals.
- Manage the delivery of website development, day-to-day content updates and ongoing maintenance, including integration with other relevant tools such as social media, analysis and CRM tools.
- Forecast, manage and report on the budget for the key digital areas of each year's marketing strategy, agreeing final budget lines with the Head of Marketing & PR.
- Contribute to the Book Festival's brand strategy and play an active part in concept creation and visual identity for campaigns.
- Collaborate with the Senior Management Team, and other key staff, to bring digital marketing expertise and thinking to the conception and shaping of projects and events.

- Plan, monitor and measure the impact/reach of digital activity, including streamed events, collating analytics and producing reports for Senior Management Team meetings, fundraising documents and stakeholder meetings.
- Keep abreast of developments and trends in digital, identifying, prioritising and exploiting technologies and platforms to improve and enhance the influence of the Book Festival's digital presence.
- Pro-actively champion and communicate marketing objectives, keeping staff up to date with the latest thinking and research, ensuring digital marketing and audiences are a critical factor in discussions and decision-making.

Campaigns and delivery

- Work in collaboration with the Marketing Manager to devise carefully thought-through campaigns to increase engagement and awareness of the Book Festival brand to maximise sales, attendance and brand presence.
- Plan, implement and evaluate paid search and online advertising campaigns, including Google AdWords and Display, social advertising, content distribution advertising, and other display advertising, working with external agencies and partner organisations where appropriate.
- Bring expertise and ideas around digital to the team's marketing planning.
- Formulate effective tactical approaches across digital to reach agreed target audiences and meet audience development and sales objectives.
- Confidently represent the Book Festival's core brand values in all areas of your work and overseeing the team does the same. Ensure consistency of brand messaging across platforms and outputs.
- Employ user data and audience behavioural analysis to identify opportunities and progress plans to persuade new audiences to engage with content and attend events.
- Manage day-to-day web updates, delivery of web development and digital projects, social media account activity and content creation.
- Take responsibility for securing, collating and recording rights permissions from authors and artists for using content such as film footage and recordings of authors in events.
- Explore and generate new ideas for content creation and dissemination, keeping abreast of changes, new developments, digital platforms and behavioural trends.
- Regularly monitor the effectiveness of online activity, reviewing plans and using insights to revise strategies.

Staff management

- Line-manage the Content Assistant and any temporary Festival staff assigned to work on content generation for digital campaigns.
- Assist with departmental recruitment of marketing and communications staff.
- Take the lead in determining if temporary Festival staff are needed to deliver digital plans effectively; agree parameters with Head of Marketing & PR and manage the recruitment process.

- Define targets and oversee work of staff reports, taking care to see individuals are happily integrated into the full-time team and supported to perform their roles successfully.
- Conduct regular catch-ups and 1:1s with team members; support them in communicating any issues, ideas or opportunities to the Head of Marketing & PR.
- Represent the Marketing & Communications team on cross-departmental action groups, taking an active part in meetings and discussions.

Customer relationship management

- Offer active customer support during the August Festival's busy launch and sales period, helping to shape communications and messaging, and trouble-shooting when required.
- Monitor and manage online channels, ensuring posts and comments from customers and others are dealt with appropriately.
- Be pro-active and visible during the Book Festival in August, offering assistance to customers and support to temporary staff as needed.
- Assist with general customer enquiries, answering customer correspondence and feedback at busy periods if required.

Other duties

- Support fundraising activity by ensuring the delivery of agreed sponsorship collateral through digital marketing activities and contributing expertise to discussions around the shaping and delivery of sponsor benefits.
- Assist with the set-up and running of Festival launches and receptions; be an ambassador for the Book Festival at external events.
- Take an active role in getting the Book Festival site ready for the public. This will require some physical duties such as helping to transport and install marketing materials, stocking/refilling leaflet racks, ensuring print stores are tidy and organising gateway welcome areas (NB. all staff are expected to muck in with these tasks).

Person Specification

This is a busy and creative post, requiring strategic thinking, and a high degree of organisation, digital expertise and professionalism. The successful candidate will possess the following:

Knowledge and experience

- At least 3 years' experience in a digital marketing role.
- The expertise to build and deliver successful digital marketing campaigns to reach defined target groups using a range of content, methodologies, platforms and tools.
- Understanding brand management and the role it plays in communications.
- Knowledge and experience of using analytics tools such as Google Analytics, customer data analysis, audience segmentation and evaluation to build understanding of potential customers and provide insights for planning campaigns.
- Extensive literacy in the digital world with the aptitude to learn new tools, software and techniques quickly and intuitively.

- Knowledge of contemporary literature and festivals, with experience of working in a live literature or arts organisation (desirable).

Skills

- Excellent communication skills both verbal and written.
- Strong strategic thinking, analytical skills and decision-making.
- Outstanding organisation, planning and prioritising.
- The imagination to translate ideas into interesting and deliverable projects.
- The ability to work quickly and accurately, delivering high quality work consistently.
- Works sensitively with individuals and groups, with the skills to build productive, long-term relationships.
- The capacity to translate information into interesting, engaging copy and shaping it to suit a variety of audiences and platforms.
- Can motivate others and inspire commitment to the Book Festival
- An eye for design and good general proofreading skills.

Personal attributes

- Communicates honestly, openly and consistently.
- Pays the utmost attention to detail but understands the bigger picture.
- Always plans ahead but will happily adapt plans as new opportunities arise.
- Remains motivated, pro-active and enthusiastic, even in the face of challenges.
- Adopts a flexible, adaptable approach to tasks and relationships.
- Values and respects input from colleagues, actively seeking feedback.
- Is confident, positive and resilient.
- Has a commitment to equality, inclusivity and diversity.

Terms and Conditions

The post is based at 5 Charlotte Square, Edinburgh and at the Festival site at the Edinburgh College of Art during August. During Covid-19 restrictions, working from home will be the norm, though occasional time in the office may be possible or desirable. Normal hours of work are 9:30-5:30 Monday to Friday outwith Festival time, with additional hours required at peak times, such as in the lead-up to the programme launch, ticket booking opening and the start of the August Festival. During the Festival itself, staff are expected to work extra hours and weekends. Time off in lieu will be given for weekend days worked outside normal working hours.

Employees receive 28 days of paid holiday per annum, consisting of an allowance of 22 days with an additional 6 public holidays across Easter and New Year. There is a discretionary shutdown over Christmas in addition to annual leave. Unless otherwise stated, all staff are subject to a three-month probationary period and performance review towards the end of the first Festival cycle. The salary for this position will be between £30,000 - £34,000 per annum, dependent on prior 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, an Investor in People 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 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. If you would like to discuss the role further, please contact Amanda Barry, Head of Marketing & PR amanda.barry@edbookfest.co.uk

To apply for this post, please **complete the online application** at <https://edbookfest.teamdetails.com/>

In addition to filling in the application form you will be asked to upload a letter, which outlines your suitability to the post: how you meet the person specification and why you wish to work at the Book Festival, along with any supporting information you feel relevant. You may also upload a copy of your current CV if you wish.

Closing date for applications: 5pm, Wednesday 31 March 2021

Interviews will be held online via Zoom during the week beginning Monday 5 April

The Edinburgh International Book Festival Ltd has its registered office at 5 Charlotte Square, EH2 4DR and is a company limited by guarantee (no SC 79939) with charitable status (SC010120)