



## **Brand Manager Recruitment Pack**

# Brand Manager: Job Description



## Contract

Full-time, permanent

(We welcome proposals for flexible working arrangements)

## Salary

£36,000 per annum

## Background

The Edinburgh International Book Festival is a world-leading cultural festival, with democracy, creativity and ideas exchange at its heart. We celebrate the power of words and writing in all of their dynamic and imaginative forms, bringing diverse perspectives together, and empowering our audiences to deepen their understanding of our ever-changing world.

Since 1983, we have welcomed hundreds of thousands of visitors to engage with the world's greatest and emerging writers, thinkers, artists, and performers. Each year, we programme innovative events that broaden the horizons and enrich the minds of our audiences, both in Edinburgh and online. These take the form of on-stage conversations, workshops, creative masterclasses, think tanks, and more, all informed by a culture of open dialogue, curiosity about the perspectives of others, and active embracing of new ideas and experiences. Over the last four decades, we have continually transformed our Festival model to reflect our rapidly evolving world, and ensure our ongoing relevance, with a programme which platforms the most interesting and inspiring publishing from around the world, and balances today's most challenging topics with exploration of how we can work together towards a brighter future.

A registered charity, we are run by a passionate team who believe in the power of words and ideas to ignite imaginations, foster human connection, and challenge the status quo – as well as offer solace, nurture wellbeing, and spread joy. Our Festival aims not just to open up conversations, but to broaden them too: existing as a space at the heart of civil society where nuanced discussion can happen and a spectrum of perspectives can be explored. We believe this role, supporting and influencing public conversation, is vital to society and to the Festival's future.

At the heart of our Festival is a commitment to accessibility, inclusivity, and the creation of a truly democratic environment for the exchange of ideas and collaborative thinking. We give a platform to 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. 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 – with the aim of developing engaged, knowledgeable audiences of all backgrounds and ages. The Festival also makes hundreds of events available to watch online via a Pay What You Can model, offering audiences who cannot attend in person the opportunity to take part, and making the Festival truly global in nature.

In 2024, our evolution saw the beginning of a new chapter under the leadership of Festival Director, Jenny Niven. It was also our first year presenting the Festival in our new home of the Edinburgh Futures Institute – a cutting-edge university building created from the stunning renovation of the city's old Royal Infirmary and positioned at the heart of the city's Festival

environment. We are excited about the opportunities this offers us to collaborate with new partners and share innovations and a wide range of voices with our audiences, both now and far into the future.

## The team

The Book Festival has a permanent staff of 23 throughout the year, expanding over the spring and summer to a peak of around 150 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 Marketing team is made up of five permanent, full-time key roles: Marketing & Communications Director (who will line manage this position), Brand Manager, Digital Marketing Manager, and Marketing Officer. Over the course of the year, a number of seasonal and freelance members of staff join the team to deliver specific projects, some of whom will be managed by the Brand Manager. Further details of these are included below.

## The role

The role of Brand Manager is multi-faceted, operating across a wide range of channels and assets, and responsive to the organisation's different needs and focus throughout its yearly cycle. It will deliver a range of projects across brand and marketing, from the Festival's iconic brochure and venue dressing, to site signage and targeted advertising campaigns. It is a key connector role, developing strong cross-departmental relationships to ensure that the Festival's brand is consistently understood and represented across all assets produced by the organisation and its functions. It will also be an essential contributor to the Festival's audience development plan, working closely with the Marketing and Communications Director and Programming colleagues to strengthen and diversify the audiences and communities reached by the Festival and our events, both in August and across the year, using data insights to inform future actions and assets. In collaboration with the Audience Services Manager and our seasonal Access Officers, this role will also take a lead on creating suitable and sensitive assets to support audiences with a range of access requirements to enjoy a full Festival experience.

## Key Responsibilities

### Brand management

- In collaboration with the Marketing and Communications Director and Digital Marketing Manager, plan and deliver a multi-channel marketing campaign to support the Book Festival's sales and engagement targets
- Lead on all brand related projects, including
  - brochure production (schools and public)
  - Festival site signage
  - visual identity across multi department assets
- Alongside the Digital Marketing Manager, ensure that the Festival website is functioning optimally, content is updated, and that new developments are delivered as needed

### Strategy and planning

- Ensure that all brand and marketing activities are developed, produced, and implemented in line with the organisation's strategic vision, principles, and values
- In collaboration with the Marketing and Communications Director and Digital Marketing Manager, develop and implement a strong, audience-focused brand and communications strategy, with a particular focus on audience development and income generation
- Proactively communicate and champion brand objectives, keeping colleagues up to date with the latest trends, data insights and industry thinking to ensure that brand and audiences are key considerations in cross-departmental decision making
- Support the Marketing and Communications Director with the development of research and surveying briefs, and insight dissemination
- Support the Marketing and Communications Director in budget-development and close budgetary control throughout the year
- In collaboration with colleagues across the organisation, identify and explore potential income generation and audience development opportunities
- In collaboration with Development, create and deliver bespoke marketing support and in-kind activity to support sponsor benefits and objectives

### **Project management**

- Lead on production of the Festival's annual brochure, including content production and copywriter co-ordination
- Lead on project management and production of Festival on-site brand presence, dressing, and signage, including installation, in collaboration with Site Manager, Graphic Designer, and external production agencies
- Lead on organisation and management of events around Festival launch and opening
- Work closely with Development and Communities colleagues to develop strong visual assets and communications for their audiences

### **Campaign management and delivery**

- In collaboration with the Festival's media agency, Marketing and Communications Director, and Digital Marketing Manager, plan and deliver a cost effective, targeted marketing campaign to drive income generation and develop audiences
- Project manage the production of all marketing campaign assets in collaboration with the Digital Marketing Manager
- Lead on the production of content for the Festival's regular customer newsletter in collaboration with the Marketing Officer

### **Leadership and team management**

- Line manage Marketing Officer in line with organisational management framework, as well as a range of retained suppliers and seasonal freelancers, including: Graphic Designer, Content Producer, Artworker, Brochure Coordinator, Copywriters, and Photographers
- Support the Marketing and Communications Director with recruitment of departmental staff

- Represent the Marketing team on cross departmental action groups, and external groupings, taking an active part in meetings and discussions

### **Audience management**

- Alongside the Digital Marketing Manager, develop and deliver strategic and regular digital audience communications throughout the year
- Alongside the Audience Services Manager, ensure a strong on-site audience management plan with appropriate signage and communication interventions
- In collaboration with Access Officers, ensure that audience members with access requirements have clear and easy access to relevant information to support their visit
- Lead on collecting and responding to audience feedback, both on social media, via inbox enquiries, and elsewhere, both during the Festival period and year-round

### **Other**

- Support colleagues with the delivery of Festival-related events and receptions
- Be an ambassador for the Festival at external events

## **Person Specification**

This is a busy and creative position, requiring a combination of strong project management skills, sharp marketing and design instinct, strategic thinking, and a high degree of organisation, professionalism, and flexibility. The Festival operates in a sector which is constantly evolving, as are the channels through which our brand communicates, so a sense of active curiosity and appetite for innovation are essential.

The successful candidate will possess the following:

### **Knowledge and experience**

- At least 5 years' experience in a marketing role
- Strong project management experience across a range of asset production, including print, digital, and experiential assets
- Understanding of brand management and the role it plays in communications across organisational departments
- Strong copywriting experience across a range of copy and media formats
- Strong experience of working with freelance designers and design agencies
- The expertise to build and deliver successful integrated marketing campaigns to reach defined target groups using a range of content, methodologies, platforms, and tools.
- Experience of managing a range of internal and external stakeholders
- Event planning and management experience
- Knowledge of contemporary literature and festivals, with experience of working in a live literature or arts organisation (desirable)
- Experience of using audience and ticketing data insight to inform effective marketing campaign planning and asset design (desirable)

## **Skills**

- Excellent communication skills both verbal and written
- Strong strategic thinking, analytical skills, and decision-making
- Outstanding organisation, planning, prioritising, and multi-tasking skills
- The imagination to translate ideas into interesting and deliverable projects
- The ability to work quickly and accurately, delivering high quality work consistently
- The ability to work 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
- The ability to motivate others and inspire commitment to the Book Festival
- A strong eye for design and good proofreading skills

## **Personal attributes**

- Displays strong creative thinking ability
- Is energetic, confident, determined, assertive, curious, positive, and resilient
- Communicates honestly, openly, sensitively, and consistently
- Is committed to equality, inclusivity, and diversity
- Has a flexible, adaptable approach to tasks and relationships
- Enjoys task variety
- Balances big picture understanding with strong attention to detail
- Skilled at forward planning but happily adaptable as new and unexpected needs and opportunities arise
- Remains motivated, pro-active, and enthusiastic, even in the face of challenges
- 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 and at the Festival site in Edinburgh Futures Institute during August. Normal hours of work are 9:30–5:30, Monday to Friday outwith Festival time. Additional hours are required during the Festival itself, with some long days and working up to six days a week. Flexible/hybrid working is welcomed – our team

work from the office at least three days per week and are expected to discuss and agree their work patterns with their manager and team. Time off in lieu is given for days worked outside agreed working patterns.

Employees receive 34 days of paid holiday per annum pro rata including public holidays. Six days are used for the shutdown of the office over Christmas, as well as four of the public holidays - Christmas Day, Boxing Day, New Year's Day, 2 January.

The salary for this position will be £36,000 per annum. The Book Festival will pay a contribution of 5% of salary into our approved, auto-enrolment pension scheme. Employees may make voluntary additional contributions 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 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 on our website:

<https://www.edbookfest.co.uk/about-us/jobs>.

Please ensure you upload a **copy of your current CV** and an **application letter**. 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.

If the job description doesn't answer your questions, please contact [admin@edbookfest.co.uk](mailto:admin@edbookfest.co.uk).

**Closing date for applications: Wednesday 20 November at 17.00**

## Interviews

Interviews will be held in central Edinburgh during the week of 25 November. Remote interview requests will be considered.

*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).*