

E/.F Edinburgh Art Festival

Edinburgh Art Festival Marketing and Communications Manager Job Description

Job title: Marketing and Communications Manager

Reports to: Director

Salary: c £25,000 per annum

Closing date: Sunday 14 November, midnight

Interviews: 29/30 November

About Us

Founded in 2004 and now working towards our 18th edition, Edinburgh Art Festival is the platform for the visual arts at the heart of Edinburgh's August festivals, bringing together the capital's leading galleries, museums, production facilities and artist-run spaces in a city-wide celebration of the very best in visual art. Each year, the festival features leading international and UK artists alongside the best emerging talent, major survey exhibitions of historic figures, and a special programme of newly commissioned artworks that respond to public and historic sites in the city.

The festival is run by a small core team of 5, expanding to include freelancers and temporary staff in the busy run up to each festival edition.

We are working to become a more inclusive and diverse organisation, and we welcome applications from those who are currently under-represented within our organisation, and within the visual arts.

Job Purpose

The Marketing and Communications Manager leads the development and delivery of our marketing and communications strategy, ensuring that our programmes of work reach the widest possible audiences, locally, nationally and internationally.

As Marketing and Communications Manager you will work across digital, social media, print and advertising to continue to grow audience engagement and to build Edinburgh Art Festival's reputation as a leading platform for the very best in visual art.

Key Responsibilities

- Lead on all existing marketing, communication and audience development activities of the organisation, from strategic development through to practical delivery.

Marketing

- Work with the appointed design agency to develop and manage the festival brand, and commission and oversee design of festival print, advertising, signage and digital assets.
- Manage external suppliers including design, print and distribution companies to ensure campaigns are delivered on schedule, within budget and to the highest possible standard.
- Devise and manage advertising campaigns, maximizing any potential opportunities in line with EAF budgets.
- Lead on the contracting of photography and videography for each festival edition.

Partners

- Work with our partner galleries to maximise the benefits and opportunities of the festival, ensuring the marketing strategy reflects the full scope of partner programming.
- Lead on communications with the designated PR/Marketing contacts in our partner organisations, including convening and chairing regular meetings of the Partner Marketing & Communications Forum, collating information for festival listings and achieving sign off on all festival marketing materials.
- Work with the partner gallery network to ensure that they promote and support the Edinburgh Art Festival brand, as appropriate.
- Work with Festivals Edinburgh to identify and maximise opportunities to profile Edinburgh Art Festival at national and international level.
- Represent EAF as required, including at the Festivals Edinburgh Joint Festival Marketing Working Group.

Digital

- Develop and deliver the festival's Digital Strategy, ensuring all social media channels are regularly monitored and updated with engaging content that builds momentum, engagement and reflects the full programme.
- Maintain and regularly update the EAF website to reflect programme updates, listings and opportunities to participate.
- Oversee and maintain the festival's digital archive, ensuring a comprehensive legacy for future festivals.
- Deliver regular e-newsletters to the festival mailing list, leading on the process from design through to targeted distribution.
- Manage, working in collaboration with relevant colleagues, ticketing system for all EAF ticketed events.
- Manage the online festival shop, ensuring the stocklist remains up to date and liaise with the Festival Administrator on delivery of sales.

Press

- Contract and manage the appointed festival PR agency, collating and providing information and images for press releases, liaising with partners and stakeholders to achieve sign off.

- Negotiate and co-ordinate media partnerships.
- Support the appointed PR agency on organisation of press events, media launches etc.
- Manage and maintain the EAF press archive and press database.

Audiences

- Maintain a record of audience attendance, including liaising with partners to collate attendance recorded at partner exhibitions.
- Undertake annual audience research to allow the festival to continue to better understand and measure its impact and audience, and prioritise areas for development and growth.
- Analyse data collated from research and use this to inform marketing and audience development strategies going forward.
- Work with the Director to identify priority audiences for development.
- Support key audience development events such as Art Late.
- Propose methods for engaging new audiences, in line with the objectives set out in our business plan, and based on the findings of audience research.

General

- Overall management of marketing budget and spend, ensuring all activity is delivered within budget.
- Manage additional temporary marketing staff in the run up to and during the festival.
- Attend regular team planning meetings and contribute to the development of Edinburgh Art Festival as a whole.
- Prepare and present regular updates for the EAF Board, partner network and other relevant stakeholders, as appropriate.
- Contribute, as required, to evaluating and reporting on festival impact to funders and stakeholders.
- Champion and implement best practice in line with the festival's commitment to Equality, Diversity and Inclusion.
- Undertake any other reasonable duties as requested by the Festival Director.

Essential Skills, Knowledge and Experience

- At least 2 years practical experience of marketing and audience development, preferably in an arts related environment
- A track record of successful project planning and delivery at a strategic level
- Experience of developing a digital strategy and managing social media activity effectively on behalf of an organisation
- Experience of budgeting and budgetary control
- Experience of using Adobe Creative Suite
- Excellent communication skills, oral and written
- Strong project management and administration skills
- Excellent negotiation and advocacy skills

Desirable Skills, Knowledge and Experience:

- Sound knowledge of the visual arts sector, both on a Scotland-wide and Edinburgh level.
- Sound knowledge of CMS and website management
- Experience of working positively with the media

- Commitment to sustainability and working to reduce carbon footprint

Personal Qualities and Attitude

- A passion for the visual arts
- Confident, friendly approach to working with a wide range of people and organisations
- Ability to work flexibly on occasion, in the evenings and at the weekends as appropriate
- Ability to work as part of a small team and take initiative independently
- Ability to work under pressure, prioritise workload and observe strict deadlines

Hours:

This is a full-time, permanent contract, 5 days per week. Normal office hours are 9.00am - 5.00pm, though there will be a requirement to work additional hours as required by the fluctuating demands of the role. Overtime worked will be recompensed in line with the festival's TOIL policy.

To apply:

Please send a CV and cover letter (max 2 pages), by email, outlining how your skills and experience meet the requirements of the job, to Sorcha Carey, Director, Edinburgh Art Festival on jobs@edinburghartfestival.com and quoting *Marketing & Communications Manager* in the email subject header.

We ask all applicants to fill in an anonymous equal opportunities form online.

In line with The Equality Act 2010, and to assess how we are operating in line with our Equality, Disability and Inclusion aims, we collect information from applicants which does not relate to our assessment of your application. This data is used for statistical reporting only, is kept anonymous and is processed in accordance with the Data Protection Act 1998.

The closing date for applications is midnight, Sunday 14 November, and interviews will take place on 29/30 November.