

## Digital Content Officer

### Job Description and Person Specification

- **Job Title:** Digital Content Officer, Festivals Edinburgh
- **Reports to:** Head of Innovation and Marketing, Festivals Edinburgh
- **Contract:** This is a fixed term full-time contract, with a target start date of 03 June 2024 and running until 30 September 2025.
- **Salary:** £31,000 p.a. pro rata plus workplace pension with 3% employer contribution (PAYE on-staff contract, or possible restructuring into freelance contract by negotiation)
- **Working times:** The job is within standard office hours of 9.30 am - 5.30 pm, Monday - Friday with the exception of the month of August when standard working hours are 9am-6pm, Monday-Saturday. The position may require additional evening or Sunday work, typically during peak month (August) of programme. However as per the UK working time regulations, we will never ask staff to work more than 48 hours per week on average. Payment of overtime is not applicable to this post but time off in lieu will be given at the discretion of the Line Manager. We are open to discussing requests for a regular flexible working pattern around people's other commitments.
- **Location:** Combination of working from home and working on site in Edinburgh City Centre.

### Background

Individually, Edinburgh's Festivals are leading cultural brands in their respective fields, with cultural, marketing and media machines that create millions of attendances, hundreds of millions of media viewers, cultivate complex and enviable brand partnerships, and generate acres of press coverage across national and international markets.

Collectively the Festivals attract audiences of four million and have an economic impact of £261 million, as evidenced in one of the international cultural sectors most extensive impact studies [see Edinburgh Festivals Impact Study]. They offer a remarkable and unrivalled international platform and springboard for artists and companies, represent a major attraction and influence for those choosing to live, work, visit and invest in Edinburgh/Scotland and define Scotland's cultural identity on the global stage.

Building on a culture of collaborative working the Directors of Edinburgh's twelve leading Festivals came together in 2007 to create Festivals Edinburgh with the then mission to:

- act on behalf of and represent the collective strengths of the Edinburgh Festivals, while asserting and supporting the integrity of each individual Festival brand
- develop and deliver collaborative projects and initiatives which support growth, product development, leadership and audiences
- help sustain the Festivals and Edinburgh's pre-eminence as the world's leading festival destination.

Our member Festivals are:

Edinburgh Science Festival	Edinburgh International Children's Festival	Edinburgh Jazz & Blues Festival
Edinburgh International Festival	Edinburgh Festival Fringe	Royal Edinburgh Military Tattoo
Edinburgh International Book Festival	Edinburgh Art Festival	Edinburgh International Film Festival
Scottish International Storytelling Festival	Edinburgh's Hogmanay	

## Job Purpose

To create, schedule and deliver compelling, relevant and up-to-date content for the Edinburgh Festivals' collective website and all owned social media platforms.

## Key Areas of Activity

- Creation of video content for immediate use across all owned social media platforms, to include:
  - series of 'experiential' videos, focussed on the audience experience of the Edinburgh Festivals
  - series of 'evergreen' videos, related to each word from our five-word brand strapline
  - series of 'director' videos, based on answers from our 11 Festival Directors to agreed questions
  - series of 'SEO-driven' videos, with the themes identified in partnership with digital agencies
- Creation of video content for future use across all owned social media platforms and other digital channels, to include:
  - capture of a series of private sector voices, answering an agreed set of short form questions based on the positive nature of the festivals to their business and the city
  - an overview video of our 11 festivals, for use in media packs and at corporate events
  - based on all the content developed above, the creation of a video which could be used in early 2025 to promote the festivals to potential audiences
- Ensure festival joint website - <https://www.edinburghfestivalcity.com/> - is up-to-date and functioning at all times, especially through creation of online news features and articles, to include:
  - Individual festival focus – evergreen 'listicle' style article
  - Multiple festival focus – evergreen articles related to a word from our five-word brand strapline
  - SEO driven - evergreen articles driven by SEO opportunities
- In developing the above, we expect:
  - content to be planned and agreed with the Head of Marketing
  - content that fulfils researched messaging/content needs for our audience segments
  - brainstorming and generating content ideas with the marketing and corporate team
  - sourcing and editing of supporting imagery and other content as appropriate
  - working directly with, and coordinating, freelance videographers as appropriate
  - making effective use of our video and photo archive

## Person Specification

The candidate will be an energetic and enthusiastic communications professional. You will have a minimum of three years' experience in a cultural/arts or tourism environment and will now be seeking a challenge with world-leading cultural tourism brands. We're after someone with an outgoing personality, a natural understanding of the variety of marketing requirements, with brilliant organisational skills and the ability to make everything happen on time.

## Knowledge, Skills and Experience

### Essential:

- Experience of capturing and editing video content across digital platforms
- Excellent working knowledge of editing software Adobe Creative Suite [Premiere Pro, Pho-toshop, InDesign etc] or smartphone/in-app editing software
- Minimum of three years' experience working with website CMS and social media platforms

- An understanding of social media with experience of management, scheduling and publishing tools
- Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines
- Excellent copywriting skills
- The ability to work as part of a small team and work unsupervised

## Desirable:

- A culture enthusiast with a knowledge of content across our member festivals
- Knowledge of digital accessibility, particularly around captioning, integrating BSL interpretation and audio description
- Knowledge of the processes and procedures used for all aspects of film production, post-production and associated technical standards

## How to Apply

Those interested in applying for this role should:

- Submit a CV and covering letter, outlining how your skills and experience meet the requirements of the role, by email to [recruitment@festivalsedinburgh.com](mailto:recruitment@festivalsedinburgh.com)
- Provide the contact details for two organisations which you have contracted with in the last twelve months and who you would be happy for us to approach for references
- Note that the closing date for submissions is **5pm on Monday 20<sup>th</sup> May**
- Note that interviews are scheduled to take place in week commencing 27<sup>th</sup> May and we anticipate the successful candidate will start ASAP, by mid-June at the latest.

Due to the nature of this short-term contract, we will consider contracting the role as a freelance position. If you would like to discuss that matter, or have any other questions, please contact [james.mcveigh@festivalsedinburgh.com](mailto:james.mcveigh@festivalsedinburgh.com)

## Equal Opportunities

Festivals Edinburgh is committed to equal, fair, and proper employment opportunities. We actively encourage applications from under-represented groups, in particular Black, Asian, and Minority Ethnic and disabled candidates.

## Privacy Notice

We collect personal information about you through the application and recruitment process, either directly from you or from an employment agency or background check provider. We may sometimes collect additional information from third parties including former employers and credit reference agencies. We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. If, during the recruitment process, you are unsuccessful in moving from application to interview stage, we will delete all your personal information within three months of the deadline of the advertised post - unless you give us written permission to retain such information for future employment opportunities. If, during the recruitment process, you are unsuccessful in moving from interview to appointment stage, we will delete all your personal information within three months of the deadline of the final interview - unless you give us written permission to retain such information for future employment opportunities. If, during the recruitment process, you are successful in securing a position with Festivals Edinburgh, we will issue you with an Employee Privacy Notice describing how we will collect and use personal information about you during and after your working relationship with us.