



EDINBURGH INTERNATIONAL FESTIVAL

The Edinburgh International Festival is looking for a creative and collaborative Content Creator (video & design) to join the team. We want you to help us deliver this unparalleled celebration of the performing arts, which brings some of the most exciting and creative artists working today to audiences from around the world.

As part of the Marketing and Communications team, the Content Creator will support in the promotion of the festival, working closely with our content team to create on-brand and social-first content and assets.

We believe that being inclusive and diverse across all areas of our work helps us bring the best international festival to Edinburgh. We believe that an inclusive culture is the foundation for a successful workplace, and we strive to grow our diverse representation across our staff, our artists and our audiences.

We are committed to equality of opportunity and welcome applications from individuals, regardless of their backgrounds and life experience.

Job Title	Content Creator (video & design) (full time, temporary – 6 June to 9 September 2022)
Reports to	Digital Content & Social Media Manager
Job purpose	<p>To create social-first content for (but not limited to) the International Festival's five main social platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn) including video, images, graphics and basic animation/motion graphics.</p> <p>To work with Graphic Designer in the design and delivery of brand collateral within our brand guidelines.</p> <p>To support the marketing team in the promotion of the Edinburgh International Festival brand and programme during key campaign periods.</p>

Responsibilities

- To create, develop, produce, and deliver accessible, inspiring, innovative and engaging social-first content in different formats (video, images, graphics, motion graphics/animation) across the International Festival's digital channels
- Take a user-centred and storytelling approach to creating great digital content within brand guidelines which is tailored to both target audience and distribution channel, and drives reach, engagement and revenue
- Work with our Social Media Presenter to create on-location and in the moment, reactive video stories via smartphone capture
- Work with the Digital Content Producer to repurpose and edit existing footage to promote our brand and festival programme

- Support the Digital Content Producer to capture additional footage for use in edits
- Work with Graphic Designer to create digital advertising assets
- Brainstorm and generate content ideas with Marketing and Communications team
- Alongside the Content Coordinator, ensure content is accessible by captioning all video content, and exploring BSL interpretation and audio description where appropriate
- Make effective use of our video, photo and audio archive
- General administration, maintenance and dissemination of media files
- Ensuring deadlines are met for all content that is created.

Person Specification

You will be passionate about creating video content and digital design, with a real creative flair. You face challenges with a 'can do' positive mind-set, constantly looking to achieve the most effective creative outcome for the organisation, which is consistent with, and strengthens, the International Festival brand and is delivered to the highest possible standards.

Essential

- Experience of creating social-first content across digital platforms, particularly in video and motion graphics
- Strong knowledge and demonstrable experience in digital design, video and content creation, and an excellent working knowledge of editing software Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, After Effects, Illustrator etc.)
- Knowledge and experience of the latest production techniques, and the technical and functional skills (including using and setting up equipment) to produce quality content for multiple platforms
- Previous experience of adopting the latest digital trends and new approaches to digital media
- Proven ability to work to a brief from initial concept to final delivery and follow brand guidelines
- Excellent organisational skills with the ability to work on several projects at the same time, prioritising and managing your own workload to deliver all projects on time and in budget.

Desirable

- Experience live-streaming events on social media channels (particularly Facebook and YouTube)
- Experience in designing for website and understanding of content management systems (eg Craft)
- Knowledge of accessible content creation and best practice, particularly around captioning, integrating BSL interpretation and audio description.

Terms and Conditions

Working days/hours	35 hours per week, by agreement within standard office hours of 9.30 to 17.30, Monday to Friday. At peak times, and particularly immediately before and during the International Festival, it will be necessary to work outside standard hours and at weekends. No overtime will be payable or time taken off in lieu.
Contract type	Temporary contract, 6 June to 9 September 2022 (14 weeks)
Annual Salary	£24,000 – £25,000 per annum pro rata
Holiday entitlement	12.1% of hours worked

Pension Scheme The International Festival will comply with the employer pension duties in accordance with Part 1 of the Pension Act 2008, as amended or replaced from time to time.

Inclusion; We use positive action under section 159 of the Equality Act in relation to disability or race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the D/deaf, disabled, Black, Asian or ethnically diverse candidate in order to diversify our staff team.

We are proud to be a Disability Confident Committed Employer and aim to successfully employ and retain disabled people and also those with health conditions. We aim to progress to become a Disability Confident Employer.

As a result of current immigration rules, this role is not eligible under the Skilled Worker Route. Job applicants will be expected to provide evidence of right to work in the United Kingdom or be able to obtain such.