



Introduction

The Edinburgh International Festival is an unparalleled celebration of the performing arts and an annual meeting point for peoples of all nations. With a deep commitment to virtuosity and originality the International Festival presents some of the finest performers and ensembles from the worlds of dance, opera, music and theatre for three weeks in August.

Over the course of the year, the International Festival team travels the world to bring together an unrivalled programme of the most exciting and creative artists working today. Together, we present unique collaborations, world premieres, new interpretations on classic works, critically acclaimed productions and more – that thrill, move, excite and entertain audiences from around the world. All in one place, right here in Scotland.

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.



EDINBURGH INTERNATIONAL FESTIVAL

Job Title	Publications Editor Full time, permanent
Reports to	Marketing Manager
Works with	Marketing & Communications, Programming, Development
Job Purpose	To coordinate the creation and delivery of marketing collateral and promotional content.

Responsibilities

- Writing, editing and proofreading the International Festival's promotional material, ensuring the delivery of consistent high quality and cohesive style.
- Project management of the Festival brochure, including researching background information on companies and artists, collating images, liaison with companies on content and approvals; internal liaison on content and approvals; and liaison with external copywriters, designers, print brokers and printers.
- Project management of the Festival's other print marketing collateral, such as the mini guide, a quarterly print newsletter, the access guide, flyers and posters, including liaison with designers and copywriters, print brokers, mailing and distribution houses, promotion companies, liaison with internal and external stakeholders, copywriting and design.
- Production of event programs including liaison with companies on content and approvals; liaison with external writers, internal liaison on content and approvals; and liaison with designers and print brokers.
- Shared planning, coordination and creation of online content including blog articles.
- Production of the end-of-Festival Annual Review, including copy writing, collating images and liaison with print brokers.
- Marketing department administration and archiving as required
- Provide marketing assistance across the organisation as required

- Confidently represent the International Festival's core brand values and personality in all areas of your work

Person specification

Essential

- Outstanding written communications skills
- Outstanding proofing and editing skills
- Experience in print management: from brief, through design to proofing and delivery
- Relationship management across a broad range of stakeholders
- Strong project management skills
- High level of attention to detail and 'follow-through'
- Sensitivity towards artists and the creative process
- Ability to work effectively in a team
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload
- Interest in the design and aesthetics of promotional materials

Desirable

- Demonstrated experience in marketing campaign delivery, preferably within the arts industry a thorough understanding of marketing practices and trends across current and emerging mediums
- Knowledge of the UK cultural sector, its practices and supporters
- An interest in broader marketing and communications solutions
- Experience in a high-profile, busy and dynamic environment

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. Payment of overtime is not applicable to this post.

Contract type Full Time, permanent

Salary £25,000 - £28,000

Flexible working We are happy to discuss flexible working. There is no obligation to raise this at the application stage but if you wish to do so, you are welcome to. Flexible working can also be part of the discussion at the offer stage.

Holiday entitlement 25 days per annum (with 3 days requiring to be taken between Christmas and New Year). You will also be entitled to 10

public holidays throughout the year. 5 of these days will have fixed dates and the other 5 will be floating days and will be added to your annual leave entitlement.

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.