



# **EDINBURGH INTERNATIONAL FESTIVAL**

We are committed to delivering an unparalleled celebration of the performing arts, which brings some of the most exciting and creative artists working today to audiences from around the world.

## **Content Creator**

As part of the Audiences team, you will work with the Digital and Comms team in the promotion of the Edinburgh International Festival brand and programme across digital channels, content, and social media.

## **Edinburgh International Festival Equality and Diversity Commitment**

The Edinburgh International Festival is an equal opportunity employer, and we value diversity. 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 collecting data to measure the effectiveness of our recruitment methods, to ensure that they are fair. We strive to ensure our opportunities are accessible to people from all backgrounds.

We actively encourage applications from currently under-represented groups. We have identified ethnic minority backgrounds, and disabilities as the key areas we would like to focus our recruitment efforts in.

## **Disability Confident Employer**

We're committed to creating a workplace where everyone feels like they belong. We want to make our recruitment practices as inclusive and fair as possible, and as part of that, we have joined the Disability Confident scheme, this is a government scheme designed to help us make the most of the talents of those with disabilities and/or health conditions in the workplace. All applicants with a disability who meet the minimum requirements of the job as set out in the job description are guaranteed an interview.

## **Rooney Rule**

We are building a Festival team that is able to understand the needs of and effectively communicate with the whole of our diverse community. We want our team to reflect the diversity of the wider population. This includes the representation of people from ethnic minority backgrounds and we apply the Rooney Rule to achieve this.

Adapted from American football, this is a form of positive action. We recognise that our workforce does not reflect our wider communities, in terms of people from ethnic minority backgrounds. Subject to consent from our equality and diversity form in Team Details, out of the candidates who meet the essential selection criteria for the role and who are from an ethnic minority background, at least one will be shortlisted for the next stage in the recruitment process, which is usually an interview.

<b>Job Title:</b>	<b>Content Creator</b>
<b>Job purpose</b>	To support the digital team in the promotion of the Edinburgh International Festival brand and programme and to create content for the digital channels.
<b>Manager</b>	Digital Experience Manager
<b>Department</b>	Audience

### **Responsibilities**

- Create and edit social-first content for the International Festival including video, images, graphics and basic animation/motion graphics
- Contribute to the day-to-day running of the Festival's social media channels by creating and delivering content
- Brainstorm and generate content ideas with Digital team that aligns with Festival themes and content pillars
- Develop and execute content that gives an authentic, behind-the-scenes view of the Festival experience
- Capture and deliver films daily: producing vertical and landscape content from daily events or media calls
- Deliver content that is accessible and includes captions and alt text
- Work with the Digital Team to repurpose and edit existing footage for use across social channels
- Follow style guidelines and approval processes established by the Digital Experience Manager to ensure all content is appropriate and represents the Festival brand
- Attend daily team check-ins to align on the brief, the key messages and any changes
- Ensure deadlines are met for all content that is created

### **Person Specification**

You will be passionate about creating 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 Festival.

### **Essential**

- Experience of creating, curating, and posting content online
- Experience of creating social-first content across digital platforms, particularly filming and editing short-form video content for Stories, Reels and TikTok
- 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
- A natural problem solver comfortable in a fast-changing environment
- 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
- Excellent communication skills, both written and face to face

- Experience of using file sharing and hosting platforms (eg. Filecamp, SharePoint)

### **Desirable**

- Experience working for an arts organisation or an interest in the performing arts
- Knowledge and experience of using of project management and scheduling tools (eg. Monday.com, Artifax)
- Knowledge of digital accessibility, particularly around captioning, integrating BSL interpretation and audio description

### **Terms and Conditions**

<b>Working days/hours</b>	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.
<b>Contract type</b>	Full time, temporary. 05 July – 05 September
<b>Salary range</b>	£29,000-£32,000, pro-rata, dependent on experience
<b>Holiday entitlement</b>	12.1% of hours worked
<b>Pension Scheme</b>	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.

As a result of the current immigration rules, these roles are 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.