

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.

**Digital Content Officer**

As part of the Audiences team, you will **manage all aspects of the content schedule** and associated administration, co-ordinating between multiple stakeholders.

**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.

**Job Title Digital Content Officer**

**Job purpose** Manage all aspects of the content schedule and associated administration, co-ordinating between multiple stakeholders

**Manager** Digital Experience Manager

**Department**  Audience

**Responsibilities**

**Content**

* Manage the detailed communications and content schedule for the 2025 Festival to support the planning and production of video, photography and audio content
* Work directly with and coordinate freelance photographers and videographers on all arrangements for the 2025 Festival including hiring and being on-call
* Be the main point of contact for all stakeholders involved in content capture including creatives, artists, companies, venues, and the internal artist liaison, concert management and production teams
* Manage approvals workflow and help with proofing content, coordinating pre and post-production, ensuring content is produced, delivered and approved in good time
* Ensure that Festival editorial and style guidelines are consistently applied to all content
* Work with Digital Experience Manager and Access Manager to ensure content produced is as accessible as possible, arranging captions, surtitles, BSL interpretation and audio description where appropriate

**Social Media**

* Work closely with the Digital Experience Manager and Social Officer to plan, brief and create social video ideas, producing content that supports the organisation's key objectives
* Support the Digital Officers and Digital Experience Manager to plan for and monitor social media channels
* Occasional live event and behind-the-scenes socials content capture and edit including creating Reels and other social-specific video

**General**

* Brainstorm and generate content ideas with Audiences team, contributing to campaign planning
* Support the work of the Digital team as required

**Person Specification**

**Essential**

* Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines
* Experience of coordinating and managing busy, flexible schedules, and workflows
* A natural problem solver comfortable in a fast-changing environment
* Experience of using file sharing and hosting platforms (eg. Filecamp, Sharepoint)

**Desirable**

* Experience using social media management, scheduling and publishing tools (eg. Sprout Social)
* Experience of writing and creating content for different audiences
* Experience working for an arts organisation or an interest in the performing arts
* Experience of working with audio production
* Knowledge and experience of using of project management and scheduling tools (eg. Monday.com, Artifax)
* Knowledge of the processes and procedures used for all aspects of film production, post-production and associated technical standards
* Knowledge of digital accessibility, particularly around captioning, integrating BSL interpretation and audio description
* Experience of logging and archiving large photography and videography databases

**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.

**Working arrangements** We are located in Edinburgh, where all roles are based. To support flexibility we have a Smarter working policy, and are open to discussions as we move through the recruitment process, please do not hesitate to ask any questions.

**Contract type** Full time, temporary. 05 May – 05 September

**Salary range** £25,000-£27,000, dependent on experience.

**Holiday entitlement** 25 days per annum (with 3 days requiring to be taken between Christmas and New Year) plus 10 days public holiday, 5 days are fixed and 5 floating days.

**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.