

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.

**Email Marketing Officer**

As part of the Audiences team, you will be responsible for developing, executing, and analysing email marketing campaigns for the 2025 Festival. You will manage email lists, craft engaging content, and optimise email strategies.

**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**  **Email Marketing Officer**

**Job purpose** Develop, execute and automate email marketing campaigns, manage email lists, craft engaging content, and report on results

**Manager** Digital Experience Manager

**Department**  Audiences

**Responsibilities**

* Work with the Digital Experience Manager and Digital Officer to deliver on the design and implementation of email marketing campaigns.
* Work across Spektrix and DotDigital integrations and tags.
* Create new automated emails and update existing email flows, including welcome series, pre and post-show emails and triggered campaigns.
* Develop automated email workflows based on customer behaviour and triggers to deliver personalised messages at relevant times.
* Write compelling email copy, subject lines, and calls-to-action.
* Conduct A/B split tests on different email elements (subject lines, content, design) to measure performance and identify areas for improvement.
* Build and maintain accurate email subscriber lists through segmentation to ensure targeted communication.
* Track and report on key email marketing metrics like open rates, click-through rates, conversion rates, and ROI to assess campaign effectiveness.
* Report on revenue generated from email campaigns.
* Ensure emails follow industry policies and best practices.
* Work closely with other departments to ensure consistent messaging.
* Keep up to date with email marketing best practices, GDPR and compliance.

**Person Specification**

**Essential**

* Experience working with Spektrix is essential
* Expertise in email marketing platforms and automation tools , DotDigital experience is a plus
* Strong writing and copywriting skills with an understanding of persuasive communication
* Proficiency in data analysis and interpretation to measure campaign success – in particular GA4
* Excellent organisational and time management skills
* Creative thinking and the ability to develop engaging email content
* Strong attention to detail and organisational skills

**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)

**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.

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.