



Marketing Manager – Push the Boat Out 2022

Push the Boat Out: Edinburgh's International Poetry Festival is a brand new platform for poetry, spoken word, and hip hop, which delivered its first outing in 2021. PTBO aims to deliver a high quality mid-scale festival which promotes poetry as an exciting, diverse and dynamic artistic medium and contributes to the rich cultural mix of Edinburgh in progressive and developmental ways.

We are seeking an exceptional candidate to create and implement our marketing strategy for 2022. The role will give the right candidate the opportunity to create and deliver an exciting marketing plan which will raise the profile of Push the Boat Out, ensuring that the festival is enjoyed by the broadest possible audience. We are looking for a dynamic, imaginative person who will bring enthusiasm and a high level of accuracy to the role in equal amounts. Applicants should have demonstrable experience of leading in a busy marketing role, ideally within an arts or festival environment. You'll need to be comfortable both working with autonomy and a team player. A brilliant communicator, you'll thrive on getting other people excited to be part of our festival and engaging a range of audiences across a variety of channels.

Key Responsibilities:

- Work with the Exec Producer to create and implement a confident, imaginative and engaging marketing campaign for PTBO, which boosts the profile of the festival overall and the individual events within it
- With the Creative Producer and Designer lead on the creation of the overall festival brochure and other marketing collateral
- Create engaging, consistent content across all PTBO social media channels and newsletter, create a campaign schedule, and manage responsive/spontaneous social media content to ensure the reach and impact of each channel is maximized
- With the Exec Producer manage the marketing/advertising budget
- Create guidance to allow the PTBO team to contribute to social media content appropriately
- Analyse and report on social media analytics to understand the effectiveness of the campaign
- Work with the Website Designer to update content on the PTBO website (using WordPress), ensuring all relevant information for the festival is communicated online
- Judiciously coordinate photographic documentation of the festival

- With the Exec Producer and Exec Director, liaise with our PR company to facilitate press and media opportunities for the festival overall and individual events with specific artists
- Work with the team to ensure that the festival is 'well networked' and has a high profile locally and nationally, including creating targeted mail outs and other content
- Attend and support events as required, including the festival period
- Provide wider, flexible support to the festival team as required
- Carry out other reasonable duties as may be ascribed to the post by the Exec Producer

Required Skills and Experience

- Passionate about the arts and their ability to create meaningful, developmental, inspiring experiences
- Demonstrable experience of developing and delivering complex marketing campaigns across multiple channels
- Experienced in creating and distributing engaging content across a range of social media platforms and mailchimp
- Strong copywriting and proof-reading skills, with excellent attention to detail
- Experience of effectively distributing print marketing
- Experience in developing partnerships, making links and maintaining effective working relationships with partners
- Excellent communication skills both written and verbal
- An enthusiastic and motivated team player, with an imaginative, enthusiastic and flexible approach
- Ability to be administratively self-sufficient
- Excellent organisational and time management skills, ability to remain calm under pressure and in dealing with unexpected situations

Fee

£5,400: £160 /day 35 days - Contract to run June/July – November

Flexible and to be negotiated to meet the needs of the festival. Initially 1 day/week rising as the festival approaches. May include out of hours working. .Based remotely but with requirement to be available for face to face meetings in Edinburgh in the lead up to the festival, and during November 3rd – 6th for the festival itself.

Closing Date: Sunday 12th June; **Interviews:** 15th – 17th June

To Apply: Via CV and cover letter demonstrating your skills, experience and suitability for the role. Please do not submit more than four pages of text in total. Please submit any relevant work samples as links within the body of your cover letter. Please send applications to: recruitment@pushtheboatout.org

We strive to foster an inclusive working culture. We encourage applications from all backgrounds and particularly welcome applications from those who are currently under-represented within the sector, including those from black and minority ethnic backgrounds, disabled candidates, LGBTQIA and/or those from a low socioeconomic background or requiring flexible working arrangements.

If you'd like to submit an application in an alternative format, please contact us at recruitment@pushtheboatout.org in the first instance to discuss your requirements. If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview or assessment (if applicable) at that stage. Please be assured that we will be supportive in discussing reasonable adjustments with you at any stage of the recruitment and selection process.