



# **EDINBURGH INTERNATIONAL FESTIVAL**

Job Title	<b>Digital &amp; Campaigns Manager</b>
Reports to	<b>Marketing Manager</b>
Direct reports	<b>Marketing Officer and Marketing Assistant (temporary contracts, shared with the team)</b>
Job Purpose	<b>To develop and implement an effective digital campaign strategy for the Edinburgh International Festival</b>  <b>To plan and deliver Festival campaigns and other projects</b>

## **Responsibilities**

### **Campaign strategy and implementation**

- In collaboration with the Marketing & Communications team, to develop and implement an effective Marketing and Communications strategy
- Leading the digital marketing function to deliver strategic marketing plans and campaigns, driving audiences and income across the International Festival programme.
- Working with external agencies to plan and deliver effective digital campaigns
- Working closely with the Social Media and Digital Content Officer and the broader Marketing and Communications team to ensure consistency of brand messaging across platforms
- To collaborate closely with internal departments, including the Development team in growing the Festival's memberships and the Learning & Engagement team to promote the Festival's community outreach program

### **Content and communication**

- Oversee the digital presence for the Edinburgh International Festival, within the overall brand, communications and digital strategies
- Develop, within the overall communications strategy, a digital strategy and implement an action plan
- With the Social Media and Digital Content Officer, develop a strategic approach to the use of all social media channels that support marketing campaigns and the wider aims of the organisation
- With the Social Media and Digital Content Officer, plan, distribute and measure impact of digital content
- Plan, implement and evaluate paid search and online advertising campaigns, including Google AdWords and Display, social advertising, content distribution advertising, and other display advertising, working with external agencies where appropriate

- Contribute to audience development initiatives based on segmentation/interest and behavioural evidence

### **Projects and tools**

- Leading the web integration with the new ticketing and CRM software Spektrix, which is due to begin in January 2021
- Participating in the CRM working group, to implement a long-term CRM strategy
- Be proactively informed about developments in digital, and identify, prioritise and exploit technologies, platforms and methodologies to further the organisation's reach and engagement
- Responsibility for the development and maintenance of the website, including integration with other relevant tools such as social media, analysis tools and CRM tools
- Create, manage and develop relationships with suitable external digital partners and digital service providers
- Plan and implement a search strategy to increase engagement with digital platforms. Devise strategies to drive traffic to the website and other digital channels
- Manage the production and delivery of all APIs
- Project manage other digital projects as required

### **Evaluation**

- Oversee monitoring and reporting of digital activity using appropriate platform / channel analytics and KPIs, and share insight with appropriate colleagues
- Analyse and interpret digital metrics in order to improve the customer experience online
- Work with departments across the International Festival to deliver benefits and KPIs for stakeholders, sponsors, supporters and partners

### **General**

- Work with the Marketing Manager to set annual budgets to achieve strategic aims, and oversee the management of those budgets
- Manage temporary marketing staff
- Train members of staff on digital tools i.e. website, social media evaluation tools etc.
- Work across the International Festival within cross organisational working groups
- Confidently represent the International Festival's core brand values and personality in all areas of your work
- Any other duties as may reasonably be required

## **Person specification**

### **Essential**

- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and display advertising campaigns
- Demonstrable experience in building brand presence online
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Well-developed people management skills and experience of managing cross-functional project teams

- Working knowledge of website analytics tools (e.g., Sprout Social, Google Analytics)
- Strong analytical skills and data-driven thinking
- 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

### **Desirable**

- Knowledge of industry CRM systems
- 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** Permanent

**Salary** £28,000 - £30,000

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

**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.