



EDINBURGH INTERNATIONAL FESTIVAL

Introduction

The Edinburgh International Festival is an unparalleled celebration of the performing arts and an annual meeting point for peoples of all nations. With a deep commitment to virtuosity and originality the International Festival presents some of the finest performers and ensembles from the worlds of dance, opera, music and theatre for three weeks in August.

Over the course of the year, the International Festival team travels the world to bring together an unrivalled programme of the most exciting and creative artists working today. Together, we present unique collaborations, world premieres, new interpretations on classic works, critically acclaimed productions and more – that thrill, move, excite and entertain audiences from around the world. All in one place, right here in Scotland.

One of the world's most beautiful and historic cities, Scotland's capital is transformed into a rich, bubbling melting pot of creative talent, where every day and night offers exciting possibilities to make new discoveries or catch some of the biggest names in the performing arts on stages and in concert halls across the city.

We are committed to enriching people's lives through the arts and contribute to the cultural and social life of the City of Edinburgh and of Scotland. Our programmes of community engagement, professional development and creative learning for young people run throughout the year, reaching the widest possible audiences.

Compelling, exciting and often surprising, the International Festival is, quite simply, an unmissable experience.



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Job Title	Digital Assistant (temporary)
Reports to	Digital Manager
Works with	Digital Officer, Digital Content Producer, temporary digital staff and other members of the Marketing and Communications team
Job Purpose	To assist in all International Festival digital requirements

Responsibilities

- Work with the digital team to ensure that eif.co.uk is up to date with most current content, information, links etc.
- Work with the digital team to create and maintain content on eif.co.uk including: multimedia, information pages, webforms etc.
- Contribute to the updating of the International Festival's social media platforms
- Provide excellent customer service with International Festival customers across our social media channels, ensuring that customer enquiries and comments are responded to in a timely manner, in collaboration with the Digital Manager and Digital Officer
- Work with the digital team to ensure that customer enquiries and comments through social media are responded to in a timely manner
- In collaboration with the Digital Officer, plan and produce interesting, relevant and engaging written content for the International Festival blog
- Content upload, tagging and copy writing across a variety of distribution channels
- Use Photoshop to edit images for a variety of online uses in collaboration with the Creative Artworker
- Research new content distribution and listings website opportunities
- Work with the digital team to produce interesting, relevant and revenue-driving email communications
- Work with external partners where necessary to ensure that International Festival content is current and accurate
- Update listings websites as necessary
- 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

- At least 1 year experience in a similar role
- Experience using content management systems. Experience with Craft would be advantageous
- Engaging and professional writing style with experience writing for a range of different audiences
- Experience using a range of different social media channels in a professional capacity
- Enthusiasm for and experience of working in a fast paced environment. Experience working for an arts organisation would be advantageous
- Ability to work under own initiative
- Attention to detail and excellent organisational skills

Desirable

- Blog writing experience
- Experience working with Snapchat
- Experience using Adobe Photoshop
- Experience producing emails using an email service provider i.e. Mailchimp
- An interest in festivals and performing arts

Terms and Conditions

Working days: 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 each spring programme launch and August International Festival, it will be necessary to work outside standard hours and at weekends. Payment of overtime is not applicable to this post.

Contract: 2 April to 31 August 2018

Salary: £18,500 per annum pro rata

Contract type: Temporary

Holiday entitlement: 25 days per annum pro rata

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.