



## Job Description for Digital & Social Marketing Manager

The Edinburgh Jazz & Blues Festival (EJBF) is Scotland's flagship jazz and blues event, attracting audiences of 70,000 people with a distinctive, world class programme that appeals to a broad range of the public. In addition to its programme of around 150 concerts over ten days annually in late July, the Festival promotes the Edinburgh Festival Carnival, The Mardi Gras and is developing education and participation programmes and community projects.

[www.edinburghjazzfestival.com](http://www.edinburghjazzfestival.com)

**Working from mid April to 27 July 2018, this role will support Festival Producer, Fiona Alexander**

As a Digital & Social Marketing Manager you will be responsible for managing all the Festivals digital assets, to effectively promote the Festival online via partner arrangements, paid online and social advertising and establish an analytical framework to assess effective use of spend and ease of reporting to stakeholders

### Tasks would include

- Devise a comprehensive digital marketing plan with in-built analysis of effectiveness of differing channels and methods, enabling the Festival to report on impact and reach of the plan
- Ensure that the website is up to date with current content and relevant links
- Design, create and manage content (and ads campaigns) on website and social media channels, both informational and revenue driven. Curate and deliver the live coverage of events during the Festival to animate social media channels
- Provide excellent customer service to Festival customers across social media, email and phone queries responding in a timely manner
- Content uploading, tagging and copy writing across a variety of channels
- Liaise and commission a range of content providers to produce interesting and relevant content
- Liaise with external partners to promote the Festival or targeted content
- Producing emails to promote the Festival or specific concerts
- Servicing the media with photo / interview requests and monitoring online coverage
- Managing the Festival's launch reception
- Supporting the events team on Mardi Gras and Edinburgh Festival Carnival
- Any other office duties as required

### Person Specification

- At least two year's proven digital marketing experience in a communications or marketing role including social media strategy and community management
- An understanding of the role insight plays in the development of digital marketing strategy and evidence of applying this in practice over multiple digital channels e.g. websites, email, digital advertising, social media, PPC and SEO.
- Excellent and engaging communications skills, both written and oral
- Experience of using different online channels in a professional context.

- Enthusiasm for and knowledge of jazz and blues music
- Ability to work under your own initiative with excellent organisational skills, attention to detail and experience of working in a fast paced office environment
- Good computer skills including Adobe Photoshop & Desktop Publishing

**Job Details:**

**HOURS:** 10am to 6pm Monday to Friday from mid April to 13<sup>th</sup> July and then every day until 27th July. At peak times around the launch and during the Festival it will be necessary to work outside standard office hours and at weekends.  
Payment of overtime is not applicable to this post

**LOCATION:** The post will be based in our second floor office in Leith

**SALARY:** £23,000 per annum pro rata.

**Holiday entitlement:** 25 days per annum pro rata

**Contract type:** Temporary. We will consider PAYE or freelance contracts

**Pension:** The Festival will comply with the employer pension duties in accordance with Part 1 of the Pension Act 2008 as amended from time to time

It is essential that all applicants have eligibility to work in the UK.

**How to apply:**

To apply please email: [Fiona@adjazz.co.uk](mailto:Fiona@adjazz.co.uk) outlining relevant marketing experience, other skills, two references and tell us why you want the job. Please also send a copy of your cv and mark your email "Job Application: Marketing Assistant1"

The deadline for applications is noon on 15th March with interviews planned for 20th March.

We expect all employees to adhere to the Festival's Environmental Policy