

MARKETING COORDINATOR

Application deadline: Wed 20 July

Interviews: Wed 10 August

Job Title:	Marketing Coordinator
Reports to:	Head of Marketing & Communications
Contract terms:	Part-time 3 days a week (with extra days during the Festival) until June 2024.
Salary:	£25,000 p.a. pro-rata (plus 5% employer contribution to pension) Freelance contract could be considered instead.
Notice period:	1 month
References:	All offers of employment are subject to the receipt of satisfactory references

PRIMARY PURPOSE

To help enhance Imagine's online presence, year-round and during the Festival, reaching, engaging and retaining audiences.

To manage and deliver Imagine's social media plan, support all marketing and communications and maximise engagement with our audiences of families, schools and industry professionals.

BACKGROUND

Imagine is Scotland's national organisation which promotes, develops and celebrates professional theatre and dance for children and young people. We believe that all children have the right to experience inspiring theatre and dance regardless of their background, circumstances, access needs or location. Our work falls into three strands.

- The Edinburgh International Children's Festival: an annual celebration of the world's best theatre and dance for young audiences presenting performances that are deeply engaging, innovative and inspiring. The nine day festival attracts a loyal audience of 15,000 families, schools and artists and includes Family Encounters, a day of free pop-up performances and arts activities at the National Museum of Scotland.
- A year-round Schools' Programme to develop children and teachers' creativity, including long term programmes working with schools in some of Edinburgh's most

deprived areas, with artists-led school projects and residencies. The schools programme also includes Theatre in Schools Scotland (TiSS), a national touring programme in partnership with National Theatre of Scotland, which presents high-quality performances specially designed for school settings.

- A year-round Creative Development programme to support and inspire artists and freelancers who make theatre and dance for children, including but not limited to, residency opportunities, mentoring, workshops and networking events.

Imagine is led by a small enthusiastic team who brings the breadth of professional skill and experience necessary to manage a high-profile organisation with a reputation for excellence. In addition, in the lead-up to and during the Festival, the team is joined by temporary staff as well as many volunteers who all contribute to its success.

The marketing team consists of the Digital Marketing Coordinator working alongside the Head of Marketing & Communications. There is also a Digital Content Producer who will work over the next year with the team to create filmed content to enhance the way we communicate about our programmes. Between January and June, we would hope to host a University placement who would support the Digital Marketing Coordinator.

KEY TASKS AND RESPONSIBILITIES

- Develop and implement the social media plan for Imagine and the Festival.
- Ensure Imagine's year-round activities are regularly featured on social media platforms and website.
- Between March-May, ramp up content and increase engagement with family audiences ahead of the Festival.
- Create written content, images and videos for posting on Imagine's social media platforms and on the website.
- Plan, monitor and measure the impact and reach of all digital activities.
- Keep abreast of developments and trends in social media to improve Imagine's presence and influence online.
- Develop partnership opportunities online incl. with other arts organisations, bloggers and influencers.
- Plan, implement and evaluate paid search and online advertising campaigns.
- Support the delivery of key media events incl. press launches and photocalls.
- Work with the Digital Content Producer to maximise online engagement with artists and families.
- Play an active role in the creation of a friendly and well-organised Festival for our audiences, partners and visitors from across the world.
- Help support the Head of Marketing in delivering Imagine's marketing and audience development plan, incl. by reaching lesser-represented audience groups.

- Manage the distribution of print for the Festival and Festival on tour.
- Support Scottish venues in promoting the show(s) touring as part of the Festival on Tour.

PERSON SPECIFICATIONS

Essential

- A minimum of 2 years' experience in marketing or communications.
- Experience of planning digital content and managing social media channels.
- Digital literacy and the aptitude to learn new tools and software quickly and intuitively.
- Experience of creating relevant and effective visual content (images and videos) for posting on social media platforms.
- Knowledge and experience of using analytics tools such as Google Analytics.
- Experience of coordinating and delivering digital marketing campaigns, ideally in the arts sector.
- Excellent written and verbal communication skills with an attention to detail.
- Hard-working and personable with a can-do attitude and able to work effectively within the team and on your own initiative
- The ability to manage multiple priorities, work to deadlines and carry out long and short term planning.
- A commitment to equality, inclusivity and diversity
- The legal right to work in the UK

Desirable

- Knowledge of the theatre and dance sector
- An interest in and knowledge of the children and young people's sector
- Experience of organising print distribution
- Proficiency with Photoshop or other photo editing tool
- Experience of creating and editing filmed content for social channels
- A knowledge of best practice in terminology and communications of equality, race and gender issues

HOW TO APPLY

We strive to be an organisation that is open and welcoming and where different voices can flourish. We are particularly interested in recruiting a BPOC candidate or someone who feels their voice is currently under-represented in the arts. As an organisation we also have a commitment to accessibility and equality. If there are any specific access requirements you need in order to apply for and in order to fulfil the position please let us know. If you would like to talk in confidence about the post please contact Marion Bourbouze, Head of Marketing & Communications on 07919381893 or email marion@imagine.org.uk.

Now you have read the job description and you feel you meet all of the essential criteria, and you feel that the job is right for you:

- [Download and complete your application form](#) by **Wednesday 20 July**.
[NB: you may need to copy the hyperlink in your browser directly:
<https://www.imagine.org.uk/f/60f03780973c4>]
- Send you application form to applications@imagine.org.uk putting Digital Marketing Coordinator in the subject.
- **Applications received after the closing date will not be considered.**

The following notes are intended to help you to participate in the selection process as effectively as possible by providing us with all the information needed to demonstrate how you meet the requirements of the position.

FILLING IN THE APPLICATION FORM

We do not accept CVs or resumes, so make sure everything you need to tell is covered in the application form. You will be assessed purely on the application form, so answer every section. The purpose and main duties of the position are set out in the job description. The knowledge, experience, skills and attributes we are looking for in the successful candidate are detailed in the person specification.

Supporting Statement

This is the most important part of your application. In your supporting statement we have asked you to answer questions based on your experience. It is important that you back up every statement with evidence from your experience or training.

- Think about what evidence you can provide to demonstrate you have the necessary skills and attributes to do the job. It is not sufficient to state that you have the knowledge, experience or skills required, you will need to provide specific examples of what you have done and how you believe this demonstrates you meet each requirement.
- Make your case for why you wish to apply for the job and what makes you a suitable applicant.
- It is important to remember that those involved in the selection process cannot guess or make assumptions about you. Make sure you tell us everything relevant to your application.
- Do not forget to proof read your application and check for any errors before returning it to us

INVITES TO INTERVIEW

Interviews will take place on **Wednesday 10 August in Edinburgh.**

Shortlisting will take place as soon as possible after the closing date and will always be carried out by at least two people. If you are shortlisted, we will normally contact you by phone or email to invite you to interview.

If you are not shortlisted we will contact you by email, to let you know that your application hasn't been successful. Unfortunately, due to the high volume of applications expected we will not give specific feedback on why applicants were not invited to interview.

All offers of employment at Imagine are made subject to receipt of satisfactory references. Additionally under the Asylum and Immigration Act, we are required to check that anyone taking up employment with us has the legal right to work in the UK. All successful applicants will therefore be asked to provide us with documentary evidence to support their entitlement to work in the UK prior to taking up employment.

EQUAL OPPORTUNITIES MONITORING

After submitting your application, [please fill out our anonymous Equalities, Diversity and Inclusion survey](#). This allows us to monitor whether our vacancies are being seen and applied for by people from diverse backgrounds.

DATA PROTECTION

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be stored for 6 months and then destroyed. If you are the successful candidate, your application form will be retained and form the basis of your personnel record. Information provided by you on the equal opportunities monitoring form will be used to monitor Imagine's equal opportunities practices. By submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. Personal data will be managed in compliance with article 5 of the General Data Protection Regulation (GDPR): <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/principles/>

Good luck with your application!

Imagine

30b Grindlay Street, Edinburgh, EH3 9AX
0131 225 8050

www.imagine.org.uk

Registered No.115855 Charity No.SC016437 VAT No.553 3970 29

