



Marketing Assistant Job Description

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 170 concerts over ten days annually in late July, the Festival produces the Edinburgh Festival Carnival, The Mardi Gras and has a year round programme of learning and participation activity and concerts.

www.edinburghjazzfestival.com

We are looking for a temporary Marketing Assistant to support the Marketing & Audience Development Manager to deliver the Festival sales and the Carnival engagement targets.

Duties and Responsibilities

- Populating and regularly updating the website including sourcing images, copy and video
- Developing a dynamic presence on social media reflecting the excitement of the Festival and Carnival and the diversity of the offering. Channels include Facebook, Instagram, Twitter and YouTube
- Devising online promotions to support individual strands of programmes
- Supporting the Marketing & Audience Development Manager across advertising, media, print, branding and other vehicles.
- Assisting with other tasks such as updating CRM, box-office and venue set-up

Person Specification

We are seeking a dynamic marketer with a go-ahead approach to online marketing. You will be able to transmit enthusiasm and excitement to our diverse audiences with a focus on making sales. You'll be able to work well as part of a team as well as being self motivated and be stimulated by working in a fast paced, ever changing environment

Essential Skills

- Highly organised with strong and proven administrative skills
- Excellent written and oral communication skills and attention to detail
- IT skills, especially Microsoft Office and Photoshop
- Experience of working in the arts with an interest in jazz and contemporary music
- Experience of video editing (desirable)

Job Details

Employed from April – July 2022 from 10am to 6pm Monday to Friday.

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, time off in lieu is offered.

Location: A mix of home and office working
EJBF's Office is currently in Leith (second floor)
During our events and Festival work will take place on location

Payment: Between £21,600 and £24,000 per annum pro rata, subject to experience
You would be entitled to 10 days holiday (including public holidays) and be added to the Company's pension scheme

Contract type: PAYE/Temporary

To apply, please send a CV and cover letter outlining your suitability for the role to info@adjazz.co.uk. Please mark your email Marketing Assistant

If you have any questions about the role, please email paula@adjazz.co.uk

Closing date for applications (Monday 24th January 2022)

Interviews will be held (Week Commencing Monday 7th February 2022)

We expect all employees to adhere to the Festival's Environmental and Equality, Diversity, and Inclusion Policies.

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

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89 Giles Street, Edinburgh, EH6 6BZ. Tel: 0131 467 5200. Fax: 031 554 0454
Directors: Linda Brown, Robert Dryburgh, Cllr Cathy Fullerton, Duncan Hendry,
Haftor Medboe, Paul Nolan, Cllr Jason Rust, Denise West, Cllr Donald Wilson