



Wigtown Festival Company

Job Description: Marketing & Communications Contractor

Background to the Post

Wigtown is Scotland's National Book Town and the annual Wigtown Book Festival is one of the UK's best-established literary gatherings, featuring more than 200 sessions each year for all ages, encompassing visual arts, music, theatre and food as well as book events.

The festival draws writers and members of its audience from far and wide, while continuing to celebrate the rich history and culture of south-west Scotland. Wigtown Festival Company was established as a charity in 2007 to deliver the annual festival, and since then both the festival and its year-round engagement and educational activity has grown significantly: developing new audiences, helping writers fulfil their potential, cultivating a love of reading for pleasure in children, and providing creative opportunities for young people. The festival has won numerous awards including most recently the 2024 VisitScotland Thistle Award for Outstanding Cultural Event or Festival.

We are looking to commission a marketing and communications professional to:

- Develop and deliver the strategy to market, advertise and promote the Book Festival, reaching new audiences and driving ticket sales.
- Provide full-time coverage of the 10-day Wigtown Book Festival and other key events - creating and scheduling social media content for all WFC channels and website.
- Support and maintain the year-round profile of Wigtown Festival Company and its activities to audiences and stakeholders

Tenure, Hours and Remuneration

This opportunity is on a fixed term contract basis starting immediately and running until 31 March 2026, with option for renewal. It is estimated that approximately 100 days will be required annually to deliver duties which vary across the year, with some on-site working.

Submissions should consist of:

- Fee estimate itemising the 3 work activity packages above, and highlight any anomalies or alternative proposal.
- Provide examples of relevant similar work across the 3 work activities
- A brief CV of named individual(s) who will undertake the work(s)
- Confirmation of availability date to commence activity.

The Festival Company is accredited by the Living Wage Foundation as a Real Living Wage employer. All fee submissions should therefore be based on an hourly rate of not less than £12.60/hour.

Submissions should be sent to Andrew McConnell, Acting Chief Executive by email: andrew@wigtownbookfestival.com no later than **12 noon on Monday 2nd June**.

Purpose of the Post

1. The Marketing & Communications contractor will be passionate about digital communications, particularly social media channels. You will have a strong understanding of Facebook, X, Instagram, TikTok, YouTube, website news items, email campaigns and emerging trends. You'll also be comfortable and competent with website content management systems, scheduling software, search engine optimisation (SEO) data analysis and basic design.
2. The Marketing & Communications contractor will support the Artistic and Strategic Director, PR Consultant and Chief Executive in delivering strategies to support our events, projects and partnerships. This will also require regular and effective communication with other colleagues.

Relationships

The Marketing & Communications contractor will be responsible on a day-to-day basis to the Chief Executive, but will be expected to work closely with the staff team and external PR consultants in order to deliver integrated communications.

Travel

The post may involve travel on behalf of the company. The Company's office is based in Wigtown, Scotland. Where attendance in Wigtown is required; travel and accommodation expenses will be reimbursed, where agreed in advance.

Variation of time anticipated

It is estimated that approximately 100 days will be required to deliver duties which vary across the year. These activities could be delivered as separate packages and submissions should confirm/highlight this.

- It is estimated that around 7 hours / 1 day per week will be required year-round for ongoing projects and maintaining the profile of Wigtown Festival Company and its various activities including third party 'Book Town' events: Poetry Prizes, Essay Prize, Spring Weekend, Book Town events, Open Book Air BnB, Winter Wonderland, Big Dog Children's Festival & Big Dog Schools Tour.
- In the 4-month build up to the festival, it is estimated that an additional 14 hours / 2 days per week will be required for marketing the Wigtown Book Festival, in advance of Programme Launch (early August) and in particular, driving ticket sales. Corresponding ticket sales will be a performance indicator.
- In delivery of the 10-day festival, full-time on-site coverage and promotion of Wigtown Book Festival events will be required to promote donations, Friends scheme and feedback. This period should capture data, material and content for future marketing and promotion purposes. This could be a stand-alone commission.

Duties of the Post

Marketing and Communications

1. Devise strategies to increase ticket sales and financial support for WFC activity.
2. Provision and management of Social Media Marketing, providing a strategy, framework and developing content for regular social media updates on Facebook, X and Instagram - across all WFC activity.
3. Stay abreast of, and advise colleagues regarding, social media trends and developments, producing quarterly reports on social media reach and impact.
4. Be responsible for regularly updating wigtownbookfestival.com, adding new information, removing out-of-date information and regular general maintenance. This includes managing secondary websites (wigtownpoetryprize.com, booktownscotland.com), ensuring information is up to date.
5. Work closely with partners and potential partners to exploit opportunities to promote our work and increase our reach.
6. Manage company mailing lists, including audience segmentation and micro-marketing. Develop and deliver email campaigns with appropriate content and frequency. Upkeep of mailing lists and ensuring practice is GDPR compliant.
7. Deal with ad-hoc requests from colleagues for digital content.
8. Maintain a PR media file with links to all digital media coverage relating to WFC.
9. Advise on, negotiate and book 'paid' advertising/promotional space and arrange advert design for online, print and broadcast media.
10. Maintain WFC YouTube and Vimeo channels.
11. Content Creation and Copywriting, including videos, reels, social media assets and photography, email campaigns, websites and paid adverts.
12. Identify and develop communications with new audiences
13. Close co-ordination and liaison with PR consultant in order to deliver integrated PR and communications.
14. Liaise regularly and effectively with the Artistic and Strategic Director (on tone, message and WBF events) and Chief Executive (for WFC activity) and other employees of WFC. This will require regular meetings as required.
15. Liaise regularly and communicate effectively with all other colleagues, including the website consultants, freelance designer and the ticketing admin team, to provide relevant information and support as required to ensure success across all WFC activities and projects.
16. Liaise closely with Box Office regarding sales performance and event targeting.
17. Work in conjunction with the PR Consultant on joint communications projects.



Finance

18. Provide information to the Chief Executive for developing and managing marketing, advertising budgets.

External Relations

19. Promote positively at all times the work of the Wigtown Festival Company both internally and to key stakeholders, sponsors, participants, audiences and other involved groups.

Confidentiality

20. On no account, either during this contract or after termination of this contract, must any confidential information whatsoever, relating to the business of the Company be given to any person other than the employees of the Company or members of the Board of Trustees where necessary for the operation of the business.

Person Specification

	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> Formal record of additional training courses attended. 	<ul style="list-style-type: none"> Qualification in social media / marketing
Experience	<ul style="list-style-type: none"> Managing and growing multiple digital channels and communities - eg Facebook, X and Instagram. Creating effective and original content for social media. Managing website content 	<ul style="list-style-type: none"> Experience working with a cultural organisation and / or charity. Advising and reporting on digital communications impact and outcomes.
Skills & Abilities	<ul style="list-style-type: none"> Computer literate and numerate, a working knowledge of Microsoft Office Competent in use of design and scheduling software (eg Canva). Familiarity with digital mailing list software (eg Campaign Monkey, Mail Chimp) Excellent writing, editing and proofreading skills. Strong knowledge of the latest trends/developments in social media. Ability to manage and prioritise multiple tasks and requests and respond flexibly as urgency requires. Excellent interpersonal skills and abilities to deal with a variety of internal and external stakeholders. A creative and problem-solving approach to work. Ability to work closely with colleagues and partners and form professional working relationships. Ability to understand new concepts quickly. Willingness to work long or anti-social hours on occasion. Understanding of and ability to manage online, print and broadcast advertising/paid promotions. 	<ul style="list-style-type: none"> Photography, audio/video editing. Understanding of Search Engine Optimisation (SEO)
Personal Qualities	<ul style="list-style-type: none"> Articulate. Professional manner and appearance. Flexible and highly motivated. Excellent time management. Self-starter with the ability to work alone or as part of a team as required. Ability to use own initiative. An ability to develop and maintain effective working relationships with team members and staff. 	<ul style="list-style-type: none"> A keen interest in literature and culture more generally. Creative, flexible and a personal ethos of continuous improvement.