

Respond to:

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2nd September 2022

**Information for applicants:
Freelance Marketing Manager: Hippodrome Silent Film Festival 2023**

Dear Applicant

Thank you for your interest in the contract of Freelance Marketing Manager for the Hippodrome Silent Film Festival 2023.

In this pack, you'll find a project brief for the role, including background information, details of the fee, application and selection process and a person specification.

If you would like an informal chat about the role, please contact the Festival Director Alison Strauss: alison.strauss@falkirk.gov.uk to arrange a suitable time.

We look forward to hearing from you and thank you again for your interest.

Yours sincerely



**ALISON STRAUSS
ARTS DEVELOPMENT OFFICER (FILM AND MEDIA) / DIRECTOR, HIPPODROME
SILENT FILM FESTIVAL**



Freelance Marketing Manager Recruitment Pack

About HippFest

Mission statement

The Hippodrome Silent Film Festival (HippFest) is Scotland's first and only festival of silent film with live music, centred in and inspired by Scotland's first and oldest cinema, featuring exceptional screenings, commissions, workshops, community events and touring.

Vision

A world class festival for silent film, cultivating an international community with an adventurous appetite for extraordinary cinema.

Our Values

Inclusive

- Our team are friendly and approachable.
- Our programmes embrace a multitude of styles, genres and nations.
- Our programmes can be accessed and enjoyed by all.
- We value equally the overlooked and the celebrated.

Exceptional

- We ensure the highest presentation standards.
- We capture and act on feedback from our community.
- Our programmes celebrate discovery.
- We innovate, evolve and embrace new platforms and activities.

Collaborative

- Our cultural, academic, industry and archive partners invigorate our practice.
- Our bold, high-profile partners complement our ambitions.
- Our recruitment, artist commissions and volunteering opportunities are mutually rewarding.
- Our tailored activity engages schools, FEs, universities and community groups.

Sustainable

- We have a positive impact on community regeneration.
- We champion Responsible Tourism.
- We are committed to identifying and prioritising opportunities to cut carbon emissions.
- We use our resources efficiently whilst ensuring the highest quality.

Background

Launched in March 2011, HippFest was originally conceived as an expression of the unique link between the heritage of the Hippodrome cinema and the early years of the film medium itself. The Festival now extends beyond its six day model in March, with community

engagement and commissioned tours taking place throughout the year plus, since 2021, online screenings and activity. The Festival features opportunities for audience development through imaginative workshops, partnerships, talks, and satellite events at partner venues across the district and online.

HippFest is an award-winning, high quality, eagerly anticipated event of national significance, with year-round activity and continues to grow each year in ambition, capacity, reach and impact.

Context

The Hippodrome is Scotland's oldest purpose-built cinema – an A-listed single-screen picture palace located in the centre of the Victorian town of Bo'ness. Bo'ness is situated on the banks of the Firth of Forth, roughly 20 miles from Edinburgh. Operating a year-round, weekly screening schedule (approx. 11 screenings per week across 6 days), it is known as a 'jewel in the crown' of Scottish cultural heritage with a remit of attracting and inspiring first-time and returning visitors as well as remaining close to the heart of the local community.

The Hippodrome building is owned by the Scottish Historic Buildings Trust; Falkirk Council Arts team manages the venue and programme.

Falkirk Council is committed to making Falkirk *the place to be* - where everyone can fulfil their potential, as stated in the Council's [Corporate Plan](#). The Hippodrome Silent Film Festival contributes significantly to the achievement of these aims and we continue to ensure that HippFest is securely embedded into the Council's core business planning.

We have secured core funding from Screen Scotland and committed funds from the Falkirk Council Arts budget to deliver HippFest 2023.

Freelance Marketing Manager

Terms and Conditions

Employer: Falkirk Council

Fee: £13,800 - 17,250 (115 days @ £120 - £150 p/d). (FTE 0.5) (£27,600 - £34,500 per annum pro rata)

Term: Temporary contract, 24 Oct 2022 – 29 Sep 2023 subject to successful completion of a one-month probationary period. The core dates for the Hippodrome Silent Film Festival 2023 are Wednesday 22 – Sunday 26 March 2023, although there will be key events happening out-with these dates.

Hours: As necessary to fulfil the scope of responsibilities within the post. This will involve some weekend and evening work. Indicative work pattern: Oct-Mar 3 days/week & F/T in Festival; Apr 1 day/week; May-Sep 2 days/month.

Place of Work: Blend of Council offices and remote working. Access to a work station hub with a wired data connection, an external display, keyboard and mouse (subject to availability) at Council offices (The Forum, The Foundry or Falkirk Stadium) (during office hours). The Marketing Manager will need to attend meetings and undertake stakeholder engagement across the Falkirk area. **It**

is therefore essential that the Marketing Manager is mobile across the Falkirk area.

Equipment: The freelancer will use their own laptop/computer.

Notice Period: During probation 1 week, after confirmation of post 1 month for both employer and freelancer.

Right to work: The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.

References: Offers of employment are subject to the receipt of references that are satisfactory to Falkirk Council.

Start date: 24th October 2022

Falkirk Council is an Equal Opportunities Employer and as such all positions will be offered to the candidate with the required skills for the post and without consideration to a candidate's race, colour, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment age, marital or civil partnership status or disability.

This contract is offered on a self-employed basis and the contractor should take full responsibility for any tax and national insurance contributions relating to the fee. The contractor may be required to work with young people during the project and as such must be willing to undertake a PVG/ Enhanced Disclosure (Scotland) Check.

JOB DESCRIPTION: Freelance Marketing Manager

Responsible to: Arts Development Officer (Film and Media)
Team Leader – Arts

Principal Purpose of the Role

You will be responsible for **developing, implementing, managing and reporting on the Festival's strategic marketing plan** which increases engagement and awareness with existing and new audiences, and meets Box Office income. You will lead on **marketing design development**, working closely with the Falkirk Council Design team and the HippFest team. You will be responsible for **planning, budgeting and delivery of the marketing plan** – overseeing creation of marketing content (including cinema ad, e-newsletters, print, web pages, photography and videography) and ensuring that marketing platforms are maintained and updated. You will be the **principal contact for internal and external requests for assets and information** including the Falkirk Council Box Office and Marketing teams. You will work closely with the HippFest Social Media and PR Officers to devise digital advertising campaigns and generate PR coverage.

Principal duties

This brief describes the scope, principal purpose and main elements of the contract at this time. It is a guide but is not intended to be all-inclusive. The freelancer is expected to work flexibly and respond positively to changing project needs and suggest initiatives and areas for Festival development, supporting the work of core team members as required.

Strategic Marketing Plan

- Create and manage strategic marketing campaign
- Undertake targeted marketing campaigns for focus audiences (16-25-year olds, people on low incomes/local audiences, Deaf and hard-of-hearing people)
- Lead on ticket pricing structure and sales targets
- Manage and monitor the Marketing budget and maintain finance documentation

Design Development

- Coordinate review, refresh and implementation of HippFest brand
- Co-ordinate print production and distribution logistics
- Oversee production of HippFest merch (including volunteer tshirts)

Materials

- Manage all HippFest marketing design outputs
- Oversee copywriting for programme brochure and general promotion (adverts, flyers, posters, e-flyers, e-newsletters, website etc.) ensuring accurate credits for funders and partners.
- Gather image assets for films in the programme.
- Manage programme notes design and upload
- Ensure HippFest web pages are maintained/edited/updated regularly
- Commission and manage production of cinema ad including BBFC certification

Partnerships and Engagement

- Identify and reach local community and interest groups for niche marketing opportunities.
- Secure local business participation (offers, window dressing competition, cross-promotion)
- Develop Festival cross promotion opportunities

Communications

- Ensure regular and clear communication with Falkirk Council Marketing, Design and Box Office teams
- Attend relevant Festival team and stakeholder meetings
- Work closely with HippFest PR Officer, Social Media Officer/Digital Content Coordinator to ensure 'joined up' working.

Evaluation

- Regularly review and respond to ticket sales
- Contract and direct the work of a photographer and videographer with the support of the Social Media and PR Officers.
- Oversee production of audience feedback questionnaire(s) to capture data required by all funders and stakeholders.
- Evaluate and report on marketing campaign success
- Contribute to the completion of external funding agency End of Project reports.

General

- Assist at Festival events as needed and mutually agreed

Structure

The Marketing Manager will report directly to the Arts Development Officer (ADO) (Film and Media), who is the Director of the Festival, and the Team Leader – Arts.

The core Festival team also comprises the following freelance roles:

Development and Engagement Officer – vacant, to be appointed (revised position)
one-year fixed term contract, Oct 2022 – Sep 2023 (152 days)

Festival Producer – vacant, to be appointed (revised position)
one-year fixed term contract, Nov 2022 – Apr 2023 (75 days)

PR Officer

One-year fixed term contract, Oct 2022 – Sep 2023 (30 days) (Oct-Dec & Apr-Sep 2 days/month; Jan-Mar 1 day/week + F/T in Festival).

Social Media Officer/Online Coordinator

One-year fixed term contract, Oct 2022 – Sep 2023 (144 days)

Production Coordinator (*vacant, to be appointed*)

One-year fixed term contract, Jan 2023 - Mar 2023 (20 days)

Festival Trainee

One-year fixed-term contract, May 2022 – Feb 2023 F/T (c/o ICO FEDS scheme) + 30 days extension c/o Falkirk Council Mar 2023 – Apr 2023

Plus:

- A part-time work placement student (subject to appropriate placement candidate)
- Volunteers

The team works in conjunction with the Falkirk Council marketing, venue, box office and technical teams.

8 Application and Selection Process

Individuals interested in being considered for the HippFest Marketing Manager contract should send:

- An up-to-date **CV**
- A covering letter **referring to the project brief and person specification**, telling us **why you are interested** and **what skills and experience** you would bring to the role. *Please ensure that this document gives sufficient detail for the shortlisting panel to assess your suitability and enthusiasm for the role.*
- Details of **two references** whom we can contact prior to shortlisting
- Confirmation of your **availability on our interview date**

Completed applications should be addressed to dawn.nichol@falkirk.gov.uk

The deadline is **11am Wednesday 28th September 2022**. We will confirm we have received your application by e-mail.

We will hold **interviews on Tuesday 11th October in person (or via Zoom or Teams if required)**. **Please let us know, in your cover letter, whether you would be available for interview on that date** so that we can be aware if we need to try to make alternative arrangements for any short-listed candidates.

Person Specification Freelance Marketing Manager	Essential (E)/ Desirable (D)
Experience	
Experience of creating and managing strategic marketing campaigns for comparable festivals or venues	E
Experience leading marketing campaigns that focus on at least one of our target audience groups.	E
Experience of budget management	E
Experience of devising and delivering effective evaluation surveys	E
Experience of supervising photographers and videographers	E
Experience in Email marketing	E
Experience with ticketing systems such as Spektrix	D
Knowledge and Understanding	
Knowledgeable and passionate about arts and culture, especially cinema	E
Understanding of environmental and sustainability issues and commitment to assisting HippFest in reducing its carbon footprint	E
Knowledge of Scottish, other UK regions & International film exhibition, venues and festivals	D
Demonstrable understanding of and commitment to diversity and inclusivity and ensuring this is considered across all areas of delivery	E
Skills	
Excellent copywriting and proofing skills	E
Excellent organisational and planning skills	E
Proficient in the use of CMS system such as Umbraco	E
Excellent IT and admin skills	E
Capacity for multi-tasking and managing complex workloads under pressure	E
Personal Qualities and Attitudes	
Positive thinking, proactive, responsible & creative	E
A professional outlook and a commitment to working to the highest standards	E
Thorough and attentive to detail	E
Ability to work well with internal and external colleagues, collaboratively and in a team-oriented way.	E
The ability to communicate effectively with a wide range of stakeholders	E
Ability to work well from home using your own IT equipment	E
Ability to work outwith normal office hours including evenings and weekends, as required	E