

**Respond to:**

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29<sup>th</sup> August 2022

**Information for applicants:  
Freelance Development and Engagement Officer: Hippodrome Silent Film Festival  
2023**

Dear Applicant

Thank you for your interest in the contract of Freelance Development and Engagement Officer for the Hippodrome Silent Film Festival 2022.

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](mailto: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

A handwritten signature in black ink, appearing to read 'Alison Strauss', with a stylized, cursive script.

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



## **Freelance Development and Engagement Officer 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 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 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 and 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 committed funds from the Falkirk Council Arts budget to deliver HippFest 2023. We are awaiting news of other key funding support and this contract is subject to the outcome of this decision (expected September). If you have any questions, you can contact [alison.strauss@falkirk.gov.uk](mailto:alison.strauss@falkirk.gov.uk) before applying.

## **Freelance Development and Engagement Officer**

### **Terms and Conditions**

Employer: Falkirk Council

Fee: £18,240 - £22,800 (152 days @ £120 - £150 p/d) dependant on experience.  
(FTE 0.66) (£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.

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 Development and Engagement Officer will need to attend meetings and undertake stakeholder engagement across

the Falkirk area. **It is therefore essential that the Development and Engagement Officer is mobile across the Falkirk area.**

Equipment: Access to a laptop will be provided for the duration of the contract.

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: 24<sup>th</sup> 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 Development and Engagement Officer**

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

### **Principal Purpose of the Role**

This role is vital to the success of the Festival. The successful candidate will, in conjunction with the Festival Director, source and apply for **funding and sponsorship** to support development and delivery of the Hippodrome Silent Film Festival, in general and for specific projects. With the Festival Director, you will continue to develop a broad range of **partnerships for delivery and development**. You will be the main contact for **community engagement**, building and nurturing relationships and devising the **outreach programme**. You will progress the **Festival's Accessibility ambitions**, further develop the pilot **Advisory Group** and will devise and oversee the **Youth Engagement programme**. You will lead on **Festival monitoring and evaluation**, producing annual post-Festival reports for stakeholders.

### **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.

## Development

- Source and apply for funding and sponsorship.
- Manage funding and sponsor relationships.
- Contribute to a programme of engagement and advocacy with potential Festival partners.
- Liaise with senior management, funders, elected members and other stakeholders.
- Contribute to business and strategic development of the Festival.
- Revise sponsorship decks and leading email templates where necessary.
- Coordinate the monitoring, analysis, evaluation and reporting of the Festival.
- Contribute to the completion of external funding agency End of Project reports.
- Monitor Festival income and expenditure and maintain finance documentation.

## Engagement

- Manage the Festival's outreach programme (including Community Tour and Platform Reels).
- Manage the Youth Engagement programme (including New Found Sound, Hippsters Young Reviewers, university student placement, primary school workshops and youth club workshops).
- Develop partnerships, events and mutually supportive activity, including relationships with local businesses, retailers and community groups.
- Work with the team to improve accessibility across the Festival, with a focus on Deaf and hard-of-hearing people, young people and those on low incomes.
- Identify and pursue opportunities to broaden the reach of the Festival (e.g. Festival shuttle bus, Festival Hub).
- Maintain and develop local relationships with business in Bo'ness and monitor opportunities to contribute to community regeneration.

## Evaluation

- With support from the Festival Producer, Director, Marketing and PR Officers, complete annual post-Festival evaluation reports (internal and external) and disseminate to appropriate stakeholders in a timely manner.

## Structure

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

The core Festival team also comprises the following freelance roles:

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

**Marketing/Media Manager** (vacant, to be appointed - revised position)  
*One-year fixed term contract, Oct 2022 – Sep 2023 (115 days)*  
*(Oct-Nov 2 days/week; Dec-Mar 3 days/week & F/T in Festival; Apr 1 day/week; May-Sep 2 days/month)*

**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 Development and Engagement Officer 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 **noon Monday 26<sup>th</sup> September 2022**. We will confirm we have received your application by e-mail.

We will hold **interviews on Thursday 13<sup>th</sup> 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.

<b>Person Specification Freelance Development and Engagement Officer</b>	<b>Essential (E)/ Desirable (D)</b>
<b>Experience</b>	
Pertinent experience in comparable events, festivals or venues.	E
Experience of community engagement	E
Track record of successful funding applications	E
Track record of securing sponsorship	E
Experience of creating, managing, monitoring and reporting on budgets	E
Experience of devising and managing engagement projects with young people	E
Experience of maintaining and forging good relationships with funders and stakeholders	E

Experience of audience development strategy and execution	E
Experience of working in the public sector such as a local authority/ Trust	D
<b>Knowledge and Understanding</b>	
Knowledge of and passion for arts and culture, especially cinema	E
Understanding and knowledge of silent film and archive film.	D
Understanding of environmental and sustainability issues and commitment to assisting HippFest in reducing its carbon footprint	D
Understanding of and commitment to equal opportunities and to making the arts accessible to all	E
Knowledge of Scottish, other UK regions & International film exhibition, venues and festivals	E
<b>Skills</b>	
Ability to communicate effectively with range of individuals in both written and verbal form	E
Excellent interpersonal skills	E
Excellent organisational and planning skills	E
Report writing and research skills	E
IT and admin competency	E
Capacity for multi-tasking and managing complex workloads under pressure	E
Able to work effectively as part of a small team and individually	E
Full UK driving licence	D
<b>Personal Qualities and Attitudes</b>	
Positive thinking, proactive, responsible & creative	E
A professional outlook and a commitment to working to the highest standards	E
Committed to quality, thorough and attentive to detail	E
A committed and generous collaborator	E
Ability to inspire and motivate and enjoy team working	E
The ability to communicate effectively with a wide range of stakeholders	E
Demonstrable understanding of and commitment to diversity and inclusivity and ensuring this is considered across all areas of delivery	E
Able to work out-with normal office hours including evenings and weekends, as required	E
Able to take accountability and ownership of complex situations	E
Ability to travel throughout the Falkirk Council area by public transport and/or own vehicle.	E