



Freelance Digital Content Manager Recruitment Pack

HippFest is delighted to invite applications for the role of Digital Content Manager to join the collaborative and friendly team responsible for this much-loved and internationally respected film festival.

Principal Purpose of the Role

This role is vital to the success of the Festival. The successful candidate will be responsible for **managing all social media channels/digital platforms** and for **coordination and overall delivery** of all **online Festival events**. You will lead on **liaison with online event participants and technical providers** ensuring that all other parties have the relevant information, instructions and materials in order to present all online screenings and events successfully.

You will take overall responsibility for the quality of the online experience of audiences within the scope of all HippFest's existing platforms, including implementing **accessibility measures**. Day-to-day work will involve **budgeting, reporting, planning, updating and monitoring**.

This is a highly skilled role for an experienced and organised arts professional who combines **practical expertise in online events delivery**, with an **exemplary skillset in hands-on digital communications**. The post holder will be enthusiastic about nurturing the HippFest at Home community and perfecting the Festival's online offer, working alongside a small but equally dedicated team.

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 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.

HippFest - a project of Falkirk Council - is the biggest annual arts festival in the Falkirk area and is unique in Scotland and the UK – there is no other British festival providing such depth of engagement with this kind of cultural film as part of a holistic festival experience.

HippFest is managed within the Cultural Services Team which sits within the Council's Place Services: Growth, Planning & Climate (Culture). Place Services is a new division within the re-structured local authority. Following the winding up of Falkirk Community Trust the

cultural, recreational, sports & library functions were absorbed back into the Council on 1st April 2022. The management structure of the directorate and relationship to the Festival Team is as follows: Director of Place Services > Head of Service > Cultural Services Manager > Team Leader (Cultural Services) > Arts Development Officer Film and Media (Festival Director).

Through effective community engagement, dynamic partnership working and imaginative programming, the HippFest project delivers on Falkirk Council's priorities as articulated in [The Falkirk Council Plan 2022 - 2027](#):

- Supporting stronger and healthier communities
- Promoting opportunities and educational attainment and reducing inequalities
- Supporting a thriving economy and green transition

Freelance Digital Content Manager

Terms and Conditions

Employer: Falkirk Council

Fee: £27,000 (150 days @ £180 p/d). (FTE 0.6) (£45,360 pro rata)

Term: Temporary contract, 1 Sep 2025 – 31 Aug 2026 subject to successful completion of a one-month probationary period. The core dates for HippFest 2026 are Wednesday 18 – Sunday 22 March 2026, plus key events on other dates (eg. programme launch w/c Mon 2 Feb 2026).

Hours: As necessary to fulfil the scope of responsibilities within the post. This will involve some weekend and evening work. Indicative work pattern: 3 days per week, F/T during Festival

Place of Work: Mostly remote working but there is the option to access to a work station hub with a wired data connection, an external display, keyboard and mouse (subject to availability) at Council offices (Falkirk Stadium or Callendar House) (during office hours). In addition to the Festival in March the Online Content Manager will need to attend occasional meetings and events in Bo'ness and the Falkirk area.

Equipment: Provision of a Falkirk Council laptop 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: 1 September 2025

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 Digital Content Manager

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

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.

General

- Oversee the development and delivery of the social media plan in accordance with HippFest's vision, aims and objectives.
- Coordinate the social media plan with HippFest team members and Falkirk Council Marketing.
- Publish impactful content across social media platforms (inc. Facebook, X, Instagram, Letterboxd, YouTube, TikTok)
- Ensure all digital content meets accessibility standards and that video content is fully subtitled/audio content fully transcribed, images have alt text
- Liaise with ADO Film and Media on queries / issues pertaining to Falkirk Council
- Lead the generation / creation / placement of engaging, creative and informative organic content across all social media platforms
- Lead on delivery and evaluation of paid digital marketing detailed in Marketing Plan
- Develop a social media strategy, optimising content for each distinct channel
- Conduct ongoing research to identify online audience interests and satisfaction
- Lead content gathering and placement at HippFest in-person and online events
- Attend team meetings as required
- Remain reactive to digital communication and engage with online audiences/respond to queries submitted where appropriate

Online Events

- Coordinate online guest recording invitations and protocol update Producer to facilitate accurate scheduling
- Ensure all guests are prepared for technical requirements of online recordings
- Produce preparatory notes for online events and circulate with participants/ relevant accessibility contractors
- Record interviews and panels, ensuring guests and moderators adhere to guidelines and interview structure
- Edit, export and upload online as required, including addition of screen cards and guest title overlays in-keeping with the festival design elements
- Deliver captions and other accessibility elements.
- Schedule and broadcast live or as-live online panel discussions and facilitate audience interaction elements

Streaming

- Support production of live-streamed events including technical delivery and booking
- Update Producer on recording to facilitate accurate scheduling
- Add all pre-roll elements, holding slides, recorded introductions, sponsor cards, and trailers in a timely manner
- Ensure familiarity with the online festival platform back end and customer journeys to support excellent standards of presentation
- Create user guide for audiences to view content and continually update FAQs to be applicable across 'HippFest at Home' delivery

'HippFest at Home' community

- Manage and curate this virtual space as extension of the unique 'Festival experience'
- Devise engagement campaigns within 'HippFest at Home' group to maintain audience numbers and encourage interaction with HippFest
- Implement campaigns to grow audience numbers in both groups
- Manage HippFest at Home landing -page on main website and ensure all online channels are easy to access
- Tailor and coordinate regular content on HippFest blog and increase readership
- Ensure HippFest Linktree is up-to-date and containing relevant links/information, upgrade to premium account and monitor analytics when appropriate
- Curate, record and produce the HippFest Podcast (monthly output)
- Collaborate with Development Officer and Outreach and Engagement Officer on Hipsters Youth Engagement with social media, reviewing and podcast participation

Reporting

- Support the Marketing Manager with monitoring and evaluation
- Contribute to the completion of any external funding agency End of Project reports, as required
- Analyse evaluation to inform future improvements and long-term digital strategy
- Use available data sources to assess impact efficiency of website/ social media activity
- Continually survey the social media landscape to identify new platforms / research and analyse trends / opportunities to grow reach / opportunities to connect / convert target audience

Budget/Admin

- Work with Development Officer to ensure spending is kept in line with financial resource available
- Keep an up-to-date record of spend and invoices relating to the Festival's online programme and social media activity and report when required
- Plan and deliver paid social media campaigns to support marketing activity

Structure

The Digital Content Manager will report directly to the Arts Development Officer (ADO) (Film and Media), who is the Director of the Festival

The core Festival team also comprises the following freelance roles:

Development Officer

12mo fixed term contract, Sep 2025 – Aug 2026 (111 days)

Marketing Officer

12 mo fixed term contract, Sep 2025 – Aug 2026 (113 days)

Outreach and Engagement Coordinator

12 mo fixed term contract, Sep 2025 – Aug 2026 (68 days)

PR Manager

12mo fixed term contract, Sep 2025 – Aug 2026 (28 days)

Producer

6mo fixed term contract, Nov 2025 – Apr 2026 (55 days)

Festival Assistant

F/T permanent contract with Falkirk Council as Venues Supervisor, 30 days for Festival (tbc)

Plus

- A part-time work placement student (subject to appropriate placement candidate)
- A Young Programmers group (4 members in 2025)
- 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 Online Content Manager contract should send:

- An up-to-date **CV**
- A covering letter **referring to the job description 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 sent to hippfest@falkirk.gov.uk no later than 11am on Monday 11th August

We will hold interviews on **Thursday 21st and Friday 22nd August via Teams**. As stated above please let us know, in your cover letter, whether you would be available for interview on these dates so that we can be aware, in plenty of time, if we need to try to make alternative arrangements for any short-listed candidates.

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

Person Specification

1. Experience

Essential

- Planning, managing, and delivering high-quality online cultural or arts events
- Managing multiple social media platforms professionally (e.g. Facebook, X, Letterboxd, Instagram, YouTube, TikTok)
- Editing and preparing digital video content for online streaming
- Live and/or as-live online event production and broadcasting
- Audience engagement and digital community-building in the arts or cultural sector

Desirable

- Working within a film festival or heritage cinema context
- Working with local authorities or public sector arts organisations
- Managing online communities and forums (e.g. Facebook groups)
- Podcast production and management
- Previous work transcribing video/audio and applying to content

2. Skills

Essential

- Excellent digital communication and copywriting skills
- High-level technical competence with relevant tools (e.g. video editing software, captioning tools, social media analytics, online streaming platforms)
- Strong organisational and time management skills
- Ability to work independently and to tight deadlines
- Strong attention to detail, especially in ensuring accessibility compliance (e.g. subtitles, transcriptions)

Desirable

- Graphic design or content creation skills (e.g. Canva, Adobe Suite)
- Familiarity with using CMS platforms (e.g. WordPress, Umbraco) to manage website content
- Experience of monitoring and reporting using tools such as Google Analytics and Meta Insights

3. Knowledge

Essential

- Understanding of accessibility standards for online content
- Understanding of digital marketing principles, including campaign planning and paid social media advertising

Desirable

- Understanding of silent film or niche film programming
- Knowledge of Scotland's cultural landscape, particularly in relation to arts festivals

4. Personal Attributes

Essential

- A collaborative and proactive approach to working with team members and partners
- Proactive and self-motivated: Able to take initiative and work independently with minimal supervision.
- Willingness to work flexibly, including evenings and weekends, as required
- Ability to work remotely with occasional in-person attendance in Bo'ness/Falkirk area

Desirable

- Enthusiastic about cinema, arts, and inclusive cultural programming.
- Creative thinker: Brings fresh ideas for online engagement and innovative content strategies.