



Freelance PR Manager Recruitment Pack

HippFest is delighted to invite applications for the role of PR 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 supporting HippFest to move to the next phase having secured Creative Scotland Multi-Year funding for 2025-2028. The successful candidate will be responsible for **developing, implementing, managing and reporting on the Festival's strategic Media Plan** which aims to increase awareness with existing and new audiences, and meet Box Office income targets. You will lead on **Communications**, working closely with the HippFest Digital Content Manager and Marketing Officer to **generate coverage** across all media. You will be responsible for **media releases and for media monitoring**. You will be the **principal contact for Press and Media**, maintaining effective and regular contact and responding to requests for assets and information.

This is a great role for an experienced, creative PR professional committed to championing HippFest and spearheading a dynamic and successful media campaign within modest budgets. The successful candidate will be a vital member of the small team, with a strong understanding of the cultural media landscape in Scotland and beyond, eager to contribute to the success of this much-loved and internationally respected film festival.

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 PR Manager

Terms and Conditions

Employer: Falkirk Council

Fee: £5,600 (28 days @ £200 p/d). (FTE 0.11 @ 37hrs p/w)

Term: Temporary contract, 8 Sep 2025 – 31 Aug 2026 subject to successful completion of a one-month probationary period.

Hours: As necessary to fulfil the scope of responsibilities within the post. This will involve some weekend and evening work. 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). Indicative work pattern: 1 x day p/m Sep - Nov, May - Aug. 2 x days p/m Dec & Apr. 2 x days p/w Mar. 1 x day p/w Jan, 1.25 days p/w Feb.

Place of Work: Remote working. On site for key events (including press launch)

Equipment The freelancer will use their own laptop.

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: 15 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 PR 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.

- Create and manage a strategic media campaign in consultation with the HippFest Marketing Officer
- Work closely with the Festival team, performers and contributors to identify all PR opportunities
- Achieve coverage including previews, features, profile articles, and reviews – covering Festival performances and activities, performing artists, films, as well as “behind the scenes” stories of the Festival.
- Schedule, draft, consult with Festival team, finalise, distribute and follow-up on media releases, as per agreed media strategy and plan
- Ensure accurate and complete credit and copyright details for images are supplied as part of releases
- Provide in-venue liaison with all journalists attending the Festival – being first point of contact and providing support.
- Meet the PR needs of Festival funders, sponsors and partners, e.g. identifying media opportunities appropriate to them and crediting their involvement with the Festival appropriately within releases.
- Work with other festivals on collaborative pitches to journalists travelling from outside the Central Belt of Scotland.
- Press launch: plan, arrange, invite relevant media, and deliver in conjunction with the Festival Marketing Officer
- HippFest exhibition Private View: invite and coordinate relevant media in conjunction with the Festival Marketing Officer.
- Manage and monitor the PR element of the HippFest budget
- Support the Marketing Officer in briefing and directing the work of a photographer and videographer.
- Monitor broadcast/print media, sharing relevant coverage with the Festival Team as it occurs
- Collate press coverage.
- Contribute to the completion of internal and external funding agency End of Project reports as required.
- Assist at Festival events as needed and mutually agreed.
- Attend Festival team meetings as required

Structure

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

The core Festival team also comprises the following freelance roles:

Development Officer

12 mo 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)

Digital Content Manager

12mo fixed term contract, Sep 2025 – Aug 2026 (150 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 PR 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 25th August.

We will hold interviews on **Friday 12 September 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

- Demonstrable experience in devising, managing, and delivering successful media and PR campaigns across multiple platforms.
- Working in the arts, cultural, heritage, or film festival sector.
- Working with national, regional, and local media outlets (print, digital, and broadcast).
- Writing press releases and coordinating press launches.
- Managing a budget and working within financial constraints.
- Monitoring media coverage and collating impact/evaluation reports.
- Experience of promoting events in a non-urban Scottish context.

Desirable

- working as part of a remote, multi-function team.
- working on collaborative PR campaigns with partners or across festivals.
- briefing and working with photographers, videographers or other content creators.

2. Knowledge and Understanding

Essential

- Clear understanding of how to generate and sustain media interest in arts/culture festivals or live events.
- Strong knowledge of PR best practices, including copyright, image use, and crediting.
- Awareness of national press contacts and networks relevant to the arts in Scotland.
- Knowledge of media landscape in Central Scotland and the wider UK cultural sector.

Desirable

- Understanding of silent cinema or film history and its associated audience interests.
- Understanding of inclusive communications and audience development strategies.

3. Skills

Essential

- Excellent written and verbal communication skills, with a flair for creating engaging, accurate copy.
- Strong organisational and project management skills with ability to meet deadlines.
- Ability to build and maintain positive working relationships with media, partners, musicians/performers, guest speakers and colleagues.
- Report writing
- Confident in representing a high-profile cultural event to a wide range of stakeholders.
- Proficiency in basic office software (Word, Excel, email, cloud storage).

Desirable

- Competence in creating press kits using design software.

4. Personal Qualities and Attitudes

Essential

- Enthusiastic, self-motivated, and able to work independently with minimal supervision.
- Flexible and adaptable approach to varying workloads and changing priorities.
- Collaborative mindset, comfortable working as part of a small, friendly team.

- Commitment to inclusivity, equity, and cultural diversity in communications and content.
- High level of professionalism and reliability.
- Willingness to attend events outside of standard working hours.

Desirable

- Passion for cinema, especially silent film, and/or the performing arts.
- Commitment to sustainability and responsible tourism aligned with HippFest values.
- Active interest in supporting audience engagement and community participation.
- Interest in contributing ideas to help shape the Festival's long-term media strategy.