



## Freelance Marketing Officer Recruitment Pack

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

### 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 targets. You will lead on **marketing design**, working closely with 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). You will lead on ensuring that marketing platforms and the HippFest pages of the website are effectively maintained and kept up-to-date. You will be the **principal contact for internal and external requests for assets and information** including the Falkirk Council Box Office and Marketing teams. Following a recent brand refresh, you will work closely with the HippFest Digital Content Manager and PR Manager to develop digital advertising campaigns and generate PR coverage.

This is a great role for a highly organised, creative, and committed person to contribute to the continuing success and development of this much-loved and internationally respected film festival.

### About HippFest

*"If we have a more fun night at the pictures we'll be surprised. One of the jewels in Scotland's film calendar. Anyone needing to be convinced of the multitudes of silent film need look no further."* – The Skinny

### 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 Marketing Officer

### Terms and Conditions

Employer: Falkirk Council

Fee: £14,350 - £18,975 (115 days @ £130 - £165 p/d). (approx. FTE 0.49 at 37 hrs p/w) (£29,286 to £38,724 per annum pro rata)

Term: Temporary contract, 1 Sep 2026 – 31 Aug 2027 subject to successful completion of a one-month probationary period. The core dates for HippFest 2027 are Wednesday 17 – Sunday 21 March 2027, plus key events on other dates (eg. programme launch w/c Mon 1 Feb 2027).

Hours: As necessary to fulfil the scope of responsibilities within the post. This will involve some weekend and evening work. *Indicative work pattern: Sep-Nov 2.5 days/week; Dec-Mar 3.5 days/week & F/T in Festival; Apr 1 day/week; May-Aug 2 days/month).*

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). The Marketing Officer will need to attend meetings and undertake stakeholder engagement across the Falkirk area. **It is therefore essential that the Marketing Officer is mobile across 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 2026

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 Officer**

**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.

### **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 accurate finance documentation.
- Agree with, in collaboration with, the Digital Content Manager on social strategy
- Develop advertising strategy across print and digital channels
- Coordinate email marketing strategy (regular promotional mailers where appropriate)

### **Design**

- Contract and manage HippFest freelance designer for all key assets (including programme brochure)
- Implement the HippFest brand across all assets and Festival venues including digital assets, in collaboration with Digital Content Manager
- Coordinate print production and distribution logistics
- Oversee production of HippFest merch (including volunteer t shirts and passholder goody bags)
- Be responsible for ensuring that all partner and funder logo and credit requirements are met

## **Materials**

- Manage all HippFest marketing design outputs
- Direct, draft and manage copywriting for programme brochure and general promotion (adverts, flyers, posters, e-flyers, e-newsletters, website etc.)
- Gather image assets for films and other programme content.
- Manage programme notes design and upload to Hippodrome website.
- Be responsible for HippFest webpages on Hippodrome website, ensuring HippFest web pages are maintained, edited and updated regularly
- Commission and manage production of cinema ad including BBFC certification
- Contract and direct the work of a photographer and videographer with the support of the Digital Content Manager and PR Manager.
- Identify opportunities for and create marketing content to be used across multiple channels

## **Partnerships and Engagement**

- Identify and reach community and interest groups for programme-specific, targeted marketing opportunities.
- Utilise local business relationships to facilitate cross-promotion – in consultation with the HippFest team (Development Officer, Engagement and Outreach Coordinator, Producer).
- Develop Festival cross-promotion opportunities
- Manage Media Partnerships, in collaboration with PR Manager.

## **Communications**

- Ensure regular and clear communication with Falkirk Council Marketing and Box Office teams
- Attend relevant Festival team and stakeholder meetings
- Work closely with HippFest PR Manager, Digital Content Manager to ensure 'joined up' working.
- Work with the team, including Digital Content Manager, to develop and deliver content creation during the festival, including development of a Festival Content Schedule ahead of the core dates, plus delegation of tasks

## **Finance**

- Monitor Festival Marketing income and expenditure, keeping to prescribed budgets and maintain finance documentation
- Work with key Festival staff to ensure spending is kept in line with financial resource available.
- Keep an up-to-date record of orders and invoices relating to the Festival and report to Director and Development Officer on income management

## **Evaluation**

- Regularly monitor ticket sales and respond with remedial actions as required
- Keep up-to-date with, and act on, guidance from the Audience Agency for capturing and recording audience data for Creative Scotland Multi Year Funding organisations.
- Support the Development Officer to design and circulate feedback questionnaires to capture data required by all funders and stakeholders
- Evaluate and report on marketing campaign success against targets and objectives.
- Contribute to the completion of post-Festival evaluation reports and external funding agency End of Project reports.

## **General**

- Assist at Festival events as needed and mutually agreed

## Structure

The Marketing Officer 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

*12 mo fixed term contract, Sep 2026 – Aug 2027 (111 days)*

### Outreach and Engagement Coordinator

*12 mo fixed term contract, Sep 2026 – Aug 2027 (68 days)*

### PR Manager

*12mo fixed term contract, Sep 2026 – Aug 2027 (28 days)*

### Digital Content Manager

*12mo fixed term contract, Sep 2026 – Aug 2027 (150 days)*

### Producer

*12mo fixed term contract, Sep 2026 – Aug 2027 (days 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 Marketing Officer 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 dates**

*Completed applications should be sent to [hippfest@falkirk.gov.uk](mailto:hippfest@falkirk.gov.uk) no later than 10am on Monday 20<sup>th</sup> July*

We will hold interviews on **Wednesday 5 August (pm only) and Thursday 6 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](mailto:alison.strauss@falkirk.gov.uk) or to arrange a suitable time.

## **Person Specification**

### **1. Experience**

#### Essential

- Experience of creating and managing strategic marketing campaigns for comparable festivals or venues
- Experience of budget management
- Experience of supervising photographers and videographers
- Experience in Email marketing platform such as Mailchimp, Dotdigital

#### Desirable

- Experience leading marketing campaigns that focus on at least one of our target audience groups (local/low income, Deaf and hard-of-hearing, young people 16-25/under 30).
  - Experience of devising and delivering effective evaluation surveys
  - Experience with ticketing systems such as Spektrix
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### **2. Knowledge and Understanding**

#### Essential

- Knowledgeable and passionate about arts and culture, especially cinema
- Understanding of environmental and sustainability issues and commitment to assisting HippFest in reducing its carbon footprint
- Demonstrable understanding of and commitment to diversity and inclusivity and ensuring this is considered across all areas of delivery

#### Desirable

- Knowledge of Scottish, other UK regions & International film exhibition, venues and festivals
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### **3. Skills**

#### Essential

- Excellent copywriting and proofing skills
  - Excellent organisational and planning skills
  - Proficient in the use of CMS system such as Umbraco
  - Excellent IT and admin skills
  - Capacity for multi-tasking and managing complex workloads under pressure
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### **4. Personal Qualities and Attitudes**

#### Essential

- Positive thinking, proactive, responsible & creative
- A professional outlook and a commitment to working to the highest standards
- Thorough and attentive to detail
- Ability to work well with internal and external colleagues, collaboratively and in a team-oriented way.
- The ability to communicate effectively with a wide range of stakeholders
- Ability to work well from home using Falkirk Council laptop and your own mobile device when necessary
- Ability to work outwith normal office hours including evenings and weekends, as required

#### Desirable

- Driving licence