



EDINBURGH INTERNATIONAL FESTIVAL

Introduction

The Edinburgh International Festival is an unparalleled celebration of the performing arts and an annual meeting point for peoples of all nations. With a deep commitment to virtuosity and originality the International Festival presents some of the finest performers and ensembles from the worlds of dance, opera, music and theatre for three weeks in August.

Over the course of the year, the International Festival team travels the world to bring together an unrivalled programme of the most exciting and creative artists working today. Together, we present unique collaborations, world premieres, new interpretations on classic works, critically acclaimed productions and more – that thrill, move, excite and entertain audiences from around the world. All in one place, right here in Scotland.

One of the world's most beautiful and historic cities, Scotland's capital is transformed into a rich, bubbling melting pot of creative talent, where every day and night offers exciting possibilities to make new discoveries or catch some of the biggest names in the performing arts on stages and in concert halls across the city.

We are committed to enriching people's lives through the arts and contribute to the cultural and social life of the City of Edinburgh and of Scotland. Our programmes of community engagement, professional development and creative learning for young people run throughout the year, reaching the widest possible audiences.

Compelling, exciting and often surprising, the International Festival is, quite simply, an unmissable experience.



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Job Title	Audience Development Officer (temporary)
Reports to	Marketing Manager and Head of Creative Learning
Works with	Marketing Manager, Head of Creative Learning and other members of the Communications, Creative Learning and Planning departments
Job Purpose	To develop connections and relationships which deliver new audiences for the International Festival

Responsibilities

- Identify, develop and deliver new audiences for specific projects and events in the International Festival programme
- Manage and develop relationships with existing partners and organisations to broaden and maximise audience engagement and attendance
- Identify and build new relationships with appropriate partners, organisations and community groups, young people's organisations and networks to help engage and deliver new audiences for the current and future Festivals.
- Manage audience development initiatives and activity within the wider communications and creative learning strategies of the International Festival
- Identify and develop new audiences for youth artist focussed events in the 2018 International Festival, including a series of Youth Orchestra concerts at the Usher Hall
- Identify and develop new young audiences for the International Festival's Opening Event
- Utilise existing International Festival concessions for young people to reach new audiences and increase attendance
- Work with other departments across the organisation, to identify and maximise audience development opportunities
- Contribute to the development of an audience development strategy for the organisation

Essential

- At least two years' experience or equivalent working in audience development roles, preferably in an arts environment
- Excellent contacts to call on to help develop new opportunities and partnerships for the International Festival
- Excellent knowledge and connections with young people's organisations and networks in Scotland

- A knowledge and experience of Classical Music
- Demonstrable experience of managing projects, of differing scales
- You will be a self-starter, capable of taking the initiative and working unsupervised, as well as within a small dedicated team
- An enthusiasm for and commitment to working in the arts, with a creative flair and a passion for connecting with and delivering new audiences
- Excellent writing and communication skills
- Excellent organisational, administrative and Microsoft Office skills

Desirable:

- Experience of working with young people in youth arts and audience development settings
- Knowledge of the Scottish education sector
- You will probably be a graduate or hold a relevant professional qualification or equivalent
- You will be a member of the PVG scheme

Terms and Conditions

Working days: 5 days a week between 26 March and 30 November by agreement within standard office hours of 9.30 to 17.30, Monday to Friday. At peak times, and particularly immediately before and during the International Festival in August, it will be necessary to work outside standard hours and at weekends. Payment of overtime is not applicable to this post.

Contract: 26 March to 30 November 2018

Salary: £23,000 pro rata

Contract type: Temporary

Holiday entitlement: 25 days per annum pro rata

Pension Scheme: The International Festival will comply with the employer pension duties in accordance with Part 1 of the Pension Act 2008, as amended or replaced from time to time.