

# Scottish Documentary Institute

## **COMMUNICATIONS & MARKETING MANAGER**

18 - 30 hours per week, 12 months fixed term

Location: SDI staff are currently working from home. We envisage the post to be a mix of home-working and in the SDI office (Edinburgh) for the next 12 months

Salary; £30,000 pa pro rata

To start: ideally beginning August.

## **ABOUT SCOTTISH DOCUMENTARY INSTITUTE**

SDI grows films and trains filmmakers in the art and the business of creative documentary. We are a Scottish charity and documentary hub, renowned for nurturing world-class film talent and producing award-winning films. Since it was established in 2004, SDI has supported more than 600 directors and producers - across Scotland, UK and further afield - enabling them to create meaningful and artistically vibrant documentaries, seen by audiences in more than 80 countries.

**SDI's Mission** is to question and change our understanding of the world through artistic, creative documentary. We support and inspire a diverse community of documentary filmmakers with a unique point of view and a hunger to tell stories which connect with a global audience.

**SDI's Vision** is to see more creative documentaries by diverse filmmakers informing and entertaining an ever growing audience, stimulating educated debate, and inspiring positive social change.

**Our objectives for the next five years: are GROWTH / INCLUSION / INSPIRATION / INFLUENCE**

## **JOB SUMMARY**

SDI is a small team with big ambitions, so we're seeking a digitally savvy, strategic and creative thinker to lead our communications and marketing. This role is suitable for someone with excellent communications and marketing experience, who can grow our presence, following and influence in the right places.

The Communications and Marketing Manager will be key to shaping and implementing SDI's Communications Strategy. They will ensure that SDI is a recognised, visible and consistent brand and will, with accessibility always in mind, use our social media, websites, events, newsletters, and Ambassadors to grow and be responsive to our followers around the world.

The post is line-managed by SDI's Director and works in close collaboration with SDI's Head of Fundraising and Head of Talent Development. The Communications and Marketing Manager may also oversee the work of interns and junior members of staff in the future.

## **EQUALITY, DIVERSITY AND INCLUSION**

SDI wishes to increase the diversity of its staff and welcomes applicants from all communities, particularly from people with disabilities and people from black and minority ethnic communities, currently under-represented within SDI.

## **EXPERIENCE**

The post holder will be expected to demonstrate the following range of skills and experience on a regular basis:

### **Essential**

- Excellent written and verbal communications
- Experience of developing and delivering communications and/or marketing strategies
- Working knowledge of social media platforms (Instagram, Facebook, Twitter, YouTube and LinkedIn) and website management
- Experience of delivering imaginative and engaging campaigns using multiple communications channels and media - video, graphics, written narrative, images
- Experience of growing supporters with protected characteristics
- Experience of budget management
- Excellent personal planning and project management skills, with an ability to multi-task and adapt quickly to changing circumstances
- A confident and collaborative approach
- Strong values aligned with those of SDI
- Excellent organisational skills and attention to detail
- Ability to work independently and under pressure

### **Desirable**

- Passion for documentary and understanding of SDI's place in the industry
- Graphic design proficiency (we currently use Photoshop and InDesign)
- Experience of working in the screen sector
- Experience of delivering fundraising campaigns
- Experience of editing software (such as Adobe Premiere)
- Previous experience of working with Ambassadors/celebrities

## **KEY TASKS**

The post holder will

- Manage SDI's communications and marketing to deliver communications that promote and enhance SDI's reputation and demonstrate SDI's impact
- Lead on all comms - seeking out stories and opportunities to promote SDI's services and successes, build our donor base, and grow support for our 50/50+ Women Direct campaign (working closely with SDI's Head of Fundraising to agree priorities and approach)
- Coordinate and deliver communications and marketing activity in line with the Communications Strategy and supporting the development of the Strategy
- Report to the SDI Board and the SDI Board Comms Sub-committee
- Manage social media activity across channels, build our YouTube following and viewing hours
- Write and distribute the SDI newsletter
- Maintain and promote our directory of female documentary filmmakers based in Scotland
- Create website content (Wordpress, Nationbuilder)

- Support fundraising campaigns
- Work with our Ambassadors to engage SDI audiences
- Develop relationships with the press
- Research screen sector news and development and maintaining a working knowledge of the documentary screen sector
- Provide assistance at events and meetings
- Represent SDI at industry events
- Take part in the management of SDI's CRM through our Nationbuilder SAAS
- Any other general duties as may be required by the line manager.

#### PERKS

- Quiet, friendly office in the heart of Edinburgh
- Flexible working hours, with some remote working
- The chance to support the growth of documentary sector in Scotland
- Creative, inclusive, working environment

#### CONDITIONS

- Base: mix of homeworking and at SDI in Edinburgh
- Fixed term contract for 12 months
- PT: 2.5 - 4 days per week
- There will be evening, weekend and/or irregular hours during peak periods, together with travel where possible/applicable
- The post will carry a probationary period of 3 months, where a notice period of two weeks will apply. After this period, a notice period of four weeks will apply
- There is no overtime applicable to this post, but time off in lieu will apply where necessary
- 31 days holiday allowance per year, inclusive of public holidays (pro rata)
- Pension

#### Work hours

*Work hours are not fixed for specific days/times during the week but we would need the post holder to be able to work most of their hours during office hours (our core hours are 10-4pm). There is no obligation to talk about your preferences at the application side, but it will be included as part of the discussion either at interview or at the offer stage.*

#### Further Information

Informal discussion of this position is welcome. Potential candidates looking for further information should contact Flore Cosquer [flore@scottishdocinstitute.com](mailto:flore@scottishdocinstitute.com)

Please let us know if you would like to read our Communications Strategy.

***If you require additional support in order to apply, or need to request this information in another accessible format, such as large print or a coloured background, please contact [info@scottishdocinstitute.com](mailto:info@scottishdocinstitute.com) or 0131 651 5760.***

**Application Process**

Deadline for applications: midnight Wednesday 30 June

Interviews to be held: 19th and 20th July.

To apply, please email [jobs@scottishdocinstitute.com](mailto:jobs@scottishdocinstitute.com) with **COMMUNICATIONS & MARKETING MANAGER** in the subject line.

You must include your **CV** and a **cover letter** email pertaining to your application.

**As part of your application we would also like you to**

- (a) tell us what your **favourite documentary** is and why it makes you tick
- (b) **write a short press release (up to 300 words)** about one of our recent pieces of news. You can choose any image/text and area of our work. Tell us who you would send the press release to and why.