

## COMMUNICATIONS & MARKETING LEAD

22.5 to 30 hours per week

Location: Our offices are located in Edinburgh but the post can involve mostly online/remote working if the post holder is not based in Scotland

Salary: £28,000 pa pro rata

Hourly rate: £14.36

To start: ideally immediate start

### ABOUT SCOTTISH DOCUMENTARY INSTITUTE (SDI)

We are a Scottish charity and documentary hub, renowned for nurturing world-class film talent and producing award-winning films. We train filmmakers in the art and the business of creative documentary and offer a range of opportunities and events to professionals, emerging filmmakers and audiences in Scotland and beyond.

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.

### JOB SUMMARY

SDI is a small team with big ambitions, so we're seeking a documentary passionate, digitally savvy, strategic and creative thinker to be an active part of the reshaping of SDI's communications and marketing.

This role is suitable for someone with excellent communication skills, who can run our communications and marketing, as well as grow our presence, following and influence in the right places.

The Communications and Marketing Lead will be key to 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, and newsletters 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 a Communication and Marketing Consultant developing SDI's Communications Strategy.

The Communications and Marketing Lead may also oversee the work of interns and junior members of staff in the future.

This is an excellent opportunity for someone to grow and develop their career within a nurturing and creative environment.

## **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**

- Passion for documentary and understanding of SDI's place in the industry
- Excellent written and verbal communications
- Experience of 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
- Excellent personal planning and project management skills, with an ability to multi-task and adapt quickly to changing circumstances and fast turnaround when needed
- 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**

- Graphic design proficiency (we currently use Photoshop and InDesign)
- Journalistic experience
- Experience of working in the screen sector
- Experience of editing software (such as Adobe Premiere)

## **KEY TASKS**

The post holder will

- Contribute to the reshape of SDI's communications and marketing and the development of SDI's unique voice
- Handle SDI's communications and marketing and implement SDI's Communications strategy 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 and create social media activity across channels
- Write and distribute the SDI newsletter
- 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
- 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

- Flexible working hours
- Creative, passionate and inclusive, working environment
- The chance to support the growth of the documentary sector in the UK and in Scotland
- Quiet, friendly office in Leith, Edinburgh - if the post holder is based in Scotland

## CONDITIONS

- Initial fixed term contract for 12 months with renewal opportunity
- PT: 3 to 4 days per week (22.5 to 30 hours 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)

*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).*

### **Application Process**

Deadline for applications: noon Friday 19th August 2022

Interviews to be held: w/c 29th August 2022

To apply, please email [jobs@scottishdocinstitute.com](mailto:jobs@scottishdocinstitute.com) with **COMMUNICATIONS & MARKETING LEAD** 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) briefly tell us what your **favourite documentary** is and why it resonates with you;
- (b) **write a short newsletter (up to 300 words)** using any SDI and creative documentary related news you want;
- (c) **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.