

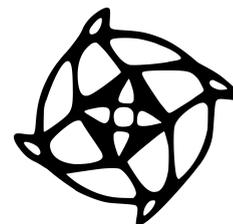
Beltane Fire Society Ltd.

16 East Cromwell St,

Edinburgh, EH6 6HD

coordinator@beltane.org | www.Beltane.org

Registered charity in Scotland: SC040137 Company number: SC341753



Press and Communications Coordinator Post

Job Title: Press and Communications Coordinator (freelance)

Location: Home working plus in-person meetings in Leith (North Edinburgh) and festival dates in Edinburgh

Fee: £1960 - £2,240 fee dependent on experience

Terms: Self-employed freelance. Anticipated 1 day per week plus event days - see below

Reporting to: Festival Coordinator and Board of Trustees. **Responsible for:** Comms /contact volunteer GOs

Internal relationships: Festival Coordinator, Production and Site Coordinator, Front of House Coordinator, The Blues and Group Organisers, Festival Participants, The Board of Trustees (including the Treasurer)

External Relationships: Festival Stakeholders, Members of the public, Press and Media Contacts, Design Contractors

Job Description

The Press and Communications Coordinator (freelance) will work with the Festival Coordinator, Blues, Board, Group Organisers, Production and Site Coordinator, Front of house Coordinator and relevant Trustees, Participants and other stakeholders to promote the Beltane Fire Festival 2023 and related events via web, social media, news media and event listing sites.

Our Press and Communications Coordinator will lead on our external communications, through two areas of responsibility: engaging with news media for press coverage (press), and running our public facing communications via social media platforms and the Beltane.org website (comms).

The news media element will involve planning, writing and pitching feature articles to increase interest in our festivals and activities, getting event details on listings sites, contacting registrants with details, writing and sending press releases and setting up interviews, as well as coordinating all the journalists who want to film, write about or photograph our event – responding to their enquiries and if needed, guiding those we give special access to on the night of the event itself.

The online element will involve telling our stories and increasing interest in our event through

our website and social media platforms, and helping coordinate the digital streaming aspect of the event on the night. This will include planning, writing and posting content, responding to queries and comments left for us online, coordinating with our volunteer photographers and videographers to store and share their work, and finding creative ways to engage our audiences and community.

The Press and Communications Coordinator reports to the Festival Coordinator, who is line managed by the Chair of the Beltane Fire Society. There will be fortnightly comms progress meetings with the line manager.

Responsibilities and Duties

In conjunction with the Board and the Festival Coordinator, the Press and Communications Coordinator will ensure that:

- There is in place a coherent press and comms plan (timeline) in place for Beltane 2023
- The festival is adequately publicised ahead of the event and continues to be so until the night (and beyond, as appropriate)
- Communications strategy for the festival and relevant activities are in place and actioned, which includes, but may not be limited to:
 - Effective use of Beltane Society website, online resources and platforms
 - Contact with press and marketing agencies, including writing and distributing press releases, feature articles and quotes
 - Coordinating a small select briefing for press photographers on the day of the festival
 - Storage, management and sharing of photos and multimedia assets and Media toolkits
 - Writing and developing effective content to engage public and BFS community
 - Working with volunteers
- They attend meetings during the festival run ups as required and set out by the Festival Coordinator
- They keep in communication with the Chair, or their nominated representative and the Festival Coordinator to deploy and contribute to a coherent marketing and press strategy - in particular by developing a strategy and reporting on progress regularly
- They keep in communication with the Festival Coordinator and 'Photopoint' to ensure regular press material is available, that images are archived and shared appropriately.
- Where they work from or attend the Beltane office and stores, that they ensure the space is kept tidy and contribute to general upkeep activities, as all contractors and board members are required to.
- They respond with the urgency that the role demands in order to make sure that information is released in a timely manner.
- Preparation of handover materials and creation of festival reports

The Press and Communications Coordinator will make use of the BFS online and IT systems including Google Workspace and email address.

Essential Attributes:

- Experience working in a vibrant and diverse community of creatives
- Proven track record in communications/Social Media/ PR;
- Familiarity with Administering Social Media Profiles (including Fb, Insta, Twitter, TikTok and Youtube)
- A confident, friendly manner, able to work independently and under pressure;
- Knowledge of the local, UK Media/Press Sector;
- Excellent time-management;
- Strong administrative skills including proficiency in Microsoft Office Suite and, Google Workspace
- Leadership skills with the ability to lead and motivate others;
- A flexible approach to the role

Desired Attributes:

- Experience of our festivals;
- Current First Aid qualification;
- Graphic Design Skills/experience

Terms and Conditions:

- The Press and Communication Coordinator position offers a 4 month contract
- This is a freelance role. You will be responsible for your own tax and national insurance contributions.
- You will be required to manage your own time and workload although it is to be understood that at times you may be expected to work such hours as necessary in order to deliver the festival successfully.
- You must be legally able to work in the UK.

Key Dates:

Application closing date Thursday 12th January 2023 12 noon

Interviews Week beginning 16th January

The contract will be the 1st February 2023 until the 31st May 2023 inclusive, but key dates are included below.

11th and 12th February 2022 - *only need you for one hour or so at the GO WEEKEND*

19th February - *open meeting - Introduce yourself recruit volunteers to assist you*

9th April - Walkthrough 1

22nd April - BUSK performance

23rd April - Walkthrough 2

29th April - Family Event

30th April & 1st May - Beltane Fire Festival

A contractors debrief meeting will be held in the first fortnight of May

Application Process:

1. Application closing date: 12th January 2023
2. Interview date: Week commencing 16th Jan '23
3. Intended Start Date: early February '23

To Apply:

Please submit:

- A CV outlining your relevant experience.
- A cover letter of no more than 2 pages outlining:
 - Your relevant skills and experience;
 - Why this role appeals to you;

Please send CV and covering letter to the Development Manager Coordinator@beltane.org by noon on 12th January 2023.